



2016/2017

State Officer Candidate Packet



Through this application process, you will be creating a personal portfolio of your accomplishments. Once submitted, a committee will evaluate your portfolio and determine if you are qualified to advance onto State Officer Screening. You will be notified if you are chosen to advance in the application process. It is the intent of the screening committee to utilize State Officer Screening 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 an experienced leader*. Listed below are all of the required elements that must be included in your portfolio. Your portfolio will be evaluated on content as well as creativity and professionalism. **This portfolio application process has been designed to allow for creativity and to give you the 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!

Portfolio Required Elements

Statement of Intent (Create a "cover letter" that contains the information below.)

- Name, Home address, Phone number(s), Email address
- Current year in school
- Chapter name, advisor name, chapter phone number
- Statement pertaining to office(s) you are interested in seeking (Please refer to pages 6-8)

High School Transcript (This will be used to verify cumulative GPA and participation in business courses.)

Code of Conduct and Agreement to Serve/Statement of Support (Research the organization and take an honest look at the commitment involved with being a State Officer. Talk it over with your parents and chapter advisor and determine if it is a right fit for you! Include the forms below that will represent your understanding and commitment.)

- Complete and include the enclosed form: **Code of Conduct** (Page 5)
- Complete and include the enclosed form: **Agreement to Serve/Statement of Support** (Page 9)

Social Media Code of Conduct (Prior to and after State Officer Screening, Wisconsin DECA will review all of your social media platforms. **The review conducted by Wisconsin DECA will include past, current, future posts.** Your social media posts now represent Wisconsin DECA and we expect you to agree to all of the social media guidelines, which are outlined in the Social Media Code of Conduct form.)

- Complete and include the enclosed form: **Social Media Code of Conduct** (Page 10-11)
- **Wisconsin DECA strongly suggests you review all of your social media counts prior to submitting your application to ensure they have met the guidelines set forth in the Social Media Code of Conduct. This includes all posts you are tagged in or appear on your social media platforms, even if you do not post them yourself.**
- **After you submit your application, Team 50 and/or Wisconsin DECA Leadership will send you friend requests. You are required to accept these requests.**

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

- Develop and include your personal mission statement. Create a clear and understandable statement of your purpose in seeking leadership in Wisconsin 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 and involvement in your local community to show how you are *community oriented*.
- Demonstrate how you are *professionally responsible* by sharing your work experience and clarifying how DECA and marketing education have benefited you in the work place.
- Provide examples of how you are an *experienced leader* within your chapter by including how you led your chapter through goal setting, consensus building, and project implementation.

Letters of Recommendation (This will increase the validity of your application and demonstrate your character. Whoever is writing on your behalf, please have them address it to Terri Mackey.)

- Provide at least 3 letters of recommendation. Sources could include (but are not limited to) your chapter advisor, school administrators, previous or current teachers, coaches, or employers.

Advisor Recommendation Form (You will need to provide the following link to your advisor and ensure they complete this form by January 15, 2016.)

- **Advisor Recommendation Form Link:** <http://goo.gl/forms/SvOpYwgNcZ>

Important Dates and Screening Information

State Officer Candidate Packets will be available online www.deca.dpi.wi.gov	November 15, 2015
Conference Call with Team 50 Dial-in Number: 1-302-202-1102 Access Code: 753008 Time: 8:00pm	November 15, 2015
Portfolio (must be received by) Mail to: Terri Mackey W164 N5247 Creekwood Crossing Menomonee Falls, WI 53051	January 15, 2016
Hotel Reservation Deadline <i>A room block has been reserved at the Comfort Inn & Suites of DeForest. All reservations must be made by this date to receive Wisconsin DECA rate (\$82.00 per night). See information below.</i>	January 30, 2016
State Officer Screening (8:00 am - 2:00 pm) DeForest High School, De Forest, Wisconsin Required to attend with chapter advisor and/or parent(s)	February 13, 2016

Hotel Information

Wisconsin DECA has reserved a room block at the Comfort Inn & Suites of DeForest. This room block will be held open until January 30, 2015. You can choose to reserve a hotel room for February 13th at the rate of \$82.00 for single or double occupancy. You will be responsible for all room costs. ***It is NOT required that you stay over.*** It is required that you attend screening with your chapter advisor and/or parent(s). If you make reservations and are not selected to attend screening, please cancel your reservations by **February 9, 2016.**

COMFORT INN & SUITES

5025 County Rd V
DeForest, WI 53532
Phone: (608) 846-9100



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 will refrain from gambling – playing cards, dice, or games of chance for money or other things of value
- 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 Zip code
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.
- **The amount of time you will spend on this role will vary from week to week. On average, you should expect to spend 8-16 hours per week working on your initiatives and preparing for upcoming conferences.**

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 of 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.

Description of State Officer Action Team

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 the following events during their elected term of office:

Event	Date	Location	Attendance
New Officer Orientation	April 8-9, 2016	Madison	Required: Officer, Parent, and Chapter Advisor
ICDC	April 23-26, 2016	Nashville, TN	Required
State Officer Workshop	June 12-15, 2016	Madison	Required
Chapter Opportunity Workshop	July 12-15, 2016	Madison	Required
Business Partnership Visits	Various Dates TBD	Madison/Milwaukee	Required
Emerging Leaders Conference	November 5-7, 2016 (TENTATIVE)	Wisconsin Dells	Required
Sports & Entertainment Marketing Conference	TBD	TBD	Optional
Central Region Leadership Conference	Nov. 18-20, 2016	Indianapolis, IN	Optional
District Conferences	January 2017	District Locations	Required (at least 1)
CTSO State Government Day/Board Meeting	February 8-10, 2017	Madison	Required
State Officer Screening	February 11, 2017	DeForest	Required
State Conference	March 5-9, 2017	Lake Geneva	Required
ICDC	April 26-29, 2017	Anaheim, CA	Optional
Board Meetings	Various Dates TBD	Locations TBD	Required

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

Description of State Officer Positions

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.

President	Vice President of Leadership Development
<ul style="list-style-type: none"> ◇ Willing and able to manage the State Officer Team and the Program of Work for all team members ◇ Willing to hold the State Officer Team accountable to follow through on initiatives ◇ Has a passion for leading others and an understanding of effective delegation ◇ Organized and detail-oriented ◇ Competent in coordinating meetings with team members ◇ Can communicate well with high school students as well as business professionals ◇ Interested in leaving a legacy and the long-term vision of Wisconsin DECA ◇ Build relationships with business partners in your community and state 	<ul style="list-style-type: none"> ◇ Has a passion for leading others ◇ Will work directly with the Leadership Council to develop future leaders for Wisconsin DECA ◇ Willing to offer leadership workshops to WI DECA members throughout the year ◇ Will provide Leadership resources to WI DECA members ◇ Can communicate well with high school students as well as business professionals ◇ Willing to offer feedback to team members and communicate well with peers ◇ Build relationships with business partners in your community and state
Vice President of Membership Development	Vice President of Community Service
<ul style="list-style-type: none"> ◇ Excited to help Wisconsin DECA grow through recruiting efforts and promotions ◇ Willing and able to develop recruitment materials ◇ Can communicate the benefits of being a DECA member to advisors, students, and alumni ◇ Willing to connect with chapters from around Wisconsin on social media ◇ Can effectively communicate the positive aspects of DECA to business professionals ◇ Build relationships with business partners in your community and state 	<ul style="list-style-type: none"> ◇ Has a strong interest in giving back through DECA initiatives ◇ Excited about the development and implementation of State-wide community service projects ◇ Can create promotional materials to support community service goals ◇ Willing and able to post about initiatives on social media ◇ Can effectively communicate the positive aspects of DECA to students as well as business professionals ◇ Build relationships with business partners in your community and state
Vice President of Brand Management	Vice President of Event Management
<ul style="list-style-type: none"> ◇ Has a strong understanding of social media and a passion for online engagement ◇ Organized and detail oriented in the development of social media posts ◇ Willing and able to give feedback on the developments of other team members' materials ◇ Can effectively communicate the positive aspects of DECA to students as well as business professionals ◇ Build relationships with business partners in your community and state ◇ Has an interest in doing video work (not required) ◇ Experience in photo editing preferred 	<ul style="list-style-type: none"> ◇ Has a passion for Wisconsin DECA events and is excited to give feedback to make them better ◇ Can communicate well with DECA members to get event feedback—before, during, & after events ◇ Develop detailed officer agenda for every event ◇ Willing to learn about event management and make each event better than the last ◇ Can effectively communicate the positive aspects of DECA to students as well as business professionals ◇ Build relationships with business partners in your community and state ◇ Has an interest in doing video work (not required)

Agreement to Serve/Statement of Support

As a candidate for state office, I recognize that the following obligations are a part of an officer's responsibilities. I am confident that I will perform these and any other duties of the office to which I am seeking to the best of my ability.

- | | Candidate's Initials |
|---|-----------------------------|
| <ul style="list-style-type: none"> • Consistently update my knowledge and understanding of WI DECA and National DECA initiatives and serve as an informed liaison between state and national levels with the local, chapter level of our organization. | _____ |
| <ul style="list-style-type: none"> • Make myself available to speak at local chapter DECA meetings and events upon invitation of the local chapter. | _____ |
| <ul style="list-style-type: none"> • Communicate with my State Officer Action Team, Leadership Coordinator, and State Level Advisors on a regular and timely basis as outlined in the State Officer Action Team Goals for the term of office. | _____ |
| <ul style="list-style-type: none"> • Attend New Officer Orientation and State Officer Workshop and follow all guidelines to be an effective State Officer presented during training. Failure to attend these workshops will result in my resignation from office. | _____ |
| <ul style="list-style-type: none"> • Thoughtfully prepare for and attend all required DECA activities/events. I will have responsibilities at each required event and my team depends on my integrity to complete those responsibilities. | _____ |
| <ul style="list-style-type: none"> • Provide my talents and expertise to my fellow officer team and the local chapter members in order to promote outstanding leadership and teamwork. | _____ |
| <ul style="list-style-type: none"> • Abide by the State Officer Code of Conduct while I am a candidate and a State Officer. I will resign from office if I fail to follow the State Officer Code of Conduct. | _____ |

Name of Candidate	Signature of Candidate	Date
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The success of a State Officer is closely related to the support they receive from their family, chapter advisor, and school officials. Please indicate your approval and support of this candidate in the goal of being an effective State Officer.

I am in support of this candidate becoming an elected State Officer of Wisconsin DECA. I will do what I am able to support and encourage them.

Signature of Parent(s)	Date	Signature of Chapter Advisor	Date
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Signature of Principal	Date	Signature of School Counselor	Date
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State Officer Candidate Social Media Code of Conduct

I, _____, agree to follow all the guidelines of Wisconsin DECA with regard to social media use. This includes, but not limited to, Facebook, Twitter, Pinterest, Vine, Snapchat, and Instagram. As a Wisconsin DECA State Officer Candidate, I agree to the following:

- ◇ 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 shows any political or religious beliefs which may alienate individual members or misrepresent the views of DECA as a whole
- ◇ I will not post any pictures or statuses that reveal public displays of affection (PDA)
- ◇ I will not post any content with vulgar language
- ◇ My posts on any social media site will reflect that of a real-life teenager but also that of a DECA officer
- ◇ I will use proper grammar in every post
- ◇ I will embody the leader lifestyle in everything – living it and posting it
- ◇ I will show modesty (no pictures with swimsuits, short skirts/shorts, cleavage, etc.)
- ◇ I will promote DECA and build excitement for members through my social media pages whenever it is asked of me
- ◇ I will support the other 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 private messaging and in connection with Wisconsin DECA 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 WI DECA will review all of my social media accounts to ensure I am in compliance with the guidelines set forth in this document. This review will include of all past, current, future posts/content
- ◇ I will accept all friend requests from Wisconsin DECA Leadership and Team 50
- ◇ I understand that these guidelines also apply to any posts that I am tagged in or are shared with me on my social media platforms

Please indicate your handles for the following social media accounts:

<i>Facebook:</i>	<i>Twitter:</i>
<i>Instagram:</i>	<i>Snapchat:</i>
<i>Vine:</i>	<i>Pinterest:</i>



State Officer Candidate Social Media Code of Conduct

Failure to abide by the social media code of conduct could result in an immediate disqualification as a State Officer Candidate. If have read and fully understand the Wisconsin DECA State Officer Candidate Social Media Code of Conduct and agree to comply with these guidelines. I understand the necessity of these rules for the success of the association. Furthermore, I am aware of the consequences that will result from violations of any of these regulations.

<i>State Officer/Candidate Name (Print)</i>	<i>Chapter Name (Print)</i>
<i>State Office/Candidate Signature</i>	<i>Advisor Signature</i>
<i>Parent Name (Print)</i>	<i>Parent Signature</i>

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 an experienced leader.

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 a PowerPoint presentation. The important thing is to make sure Terri Mackey receives your portfolio no later than **JANUARY 15, 2016!**

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 WIDECA State Officer. Once all portfolios have been received, candidates will receive an email to explain whether or not they have been chosen to attend State Officer Screening. Those emails will be sent no later than February 3, 2016. Candidates and chapter advisors will receive an email to inform all parties of the decision.

What's next?

State Officer Screening will take place **on February 13, 2016** in DeForest, Wisconsin at DeForest High School. If you are selected to attend, you may choose to stay overnight on February 12, 2016 at your own expense. WIDECA has reserved rooms at a reduced rate. Please be sure to contact the hotel by January 30, 2016. Plan to attend wearing your DECA Blazer and professional dress. Lunch will be provided. As with any interview process, decisions will be made after the 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 the 2015 State Career Development Conference in March. Information about the election process will be included in the SCDC packet that will be available online at <http://deca.dpi.wi.gov/> in early December. Part of the screening process will also include a personal explanation of the election process at SCDC.

Who do I contact if I have other questions?

Feel free to contact Terri, Holly, or President Lauren Bayer if you have any questions! Their contact information is listed below.

Lauren Bayer, President
Phone: 608.886.7550
widcapresident@gmail.com

Holly Norris, Wisconsin DECA Leadership
Specialist
Phone: 817.798.6152
DECAholly@gmail.com

Terri Mackey, Wisconsin DECA Center
Executive Director
Phone: 414.779.6145
widcacenterdirector@gmail.com