

Texas DECA District Officer Application Procedures

Overview

Serving as a district officer for TX DECA is an honor and requires a strong commitment to your district and all TX DECA members. Only the most dedicated and prepared students will assume the leadership roles for developing and carrying forward a challenging program of work for Texas.

It takes a special individual to serve as an officer. District officer candidates must be organized, motivated, and eager to work as a team. Candidates must have initiative and high moral and ethical standards. Candidates must also be ready to make DECA a top priority and be willing to present a positive image on behalf of our organization.

On the following pages are procedures, forms to complete, and timelines for the district officer election process. Please ensure these materials are studied and understood. This will foster a positive experience for our potential officers.

Students considering candidacy for a DECA district office should be aware of all required conferences and planning meetings. Listed below you will find required and optional conferences as well as information on District Officer invitations.

Required District Officer Conference Attendance

All Texas DECA District Officers are required to attend each of the following conferences. Candidates who will not be able to attend these conferences should not apply.

- State and District Officer Leadership Training -(date to be announced)
(If a student cannot attend this training, he/she will not be permitted to serve as an officer.) **Texas DECA will cover the cost of this training only.**
- District Career Development Conference - 2012
- State Career Development Conference, Corpus Christi, TX – March 2012
- District Career Development Conference - 2013

Optional District Officer Conference Attendance

- DECA's International Career Development Conference – 2012 in Salt Lake City, Utah
- International DECA's SONAR, Washington, DC-November 2012
- DECA's International Career Development Conference – 2013 in Anaheim, CA

District Officer Invitations

District Officers may be contacted by individual chapters to attend an event. The School extending the invitation should be prepared to cover the travel costs unless the District Officer would normally attend the event.

TX DECA District Offices

Three officers will be elected at the District Career Development Conference.

All candidates will be active DECA MEMBERS who will not graduate in the current year.

TX DECA DISTRICT OFFICER CANDIDACY GUIDELINES Officer Qualifications

- A. A chapter may enter only 2 candidates in district elections for all positions combined.
- B. The candidate must be an active member in good standing in the local chapter and Texas DECA and be enrolled in an approved Marketing Program. An active member may seek any office for which he/she is eligible.
- C. The candidate must submit a completed Officer Candidate Application no later than the date set for submission. (See the calendar on www.texasdeca.org)
- D. **The candidate must score at least 80% on the district officer eligibility test. Study guides are available on the TX DECA Web site.**
- E. The candidate must have a minimum cumulative grade point average of 2.5 based on a 4.0 for an "A," 3.0 for a "B," 2.0 for a "C," 1.0 for a "D," and 0 for an "F." An official transcript must be sent with the officer candidate application.
- F. Candidates are required to list the first and second choices for office on the official District Officer Candidate Application. The listing of second choice will help the Nominating Committee in seeking the best qualified candidate for each office.
- G. All candidates must complete an interview with the Nominating Committee and must be approved and slated to an office to be placed in nomination.
- H. Candidates must maintain their TX DECA membership during the term of office.

Testing Procedures

An on-line test will be given to officer candidates prior to the start of DISTRICT CDC. The test will evaluate the candidate's knowledge of DECA; the test will be a combination of true/false and multiple choice questions. Candidates will have up to 60 minutes to complete the test. The candidate must score a least 80% on the test to continue with his/her candidacy. The DECA Fact Sheet needed for study can be found on Texas DECA Web site.

Nominating Committee and District DECA Staff Interview

The Nominating Committee will be made up of a minimum of 5 active members of TX DECA to be comprised of the current district officers, an impartial advisor, and the district director. The Nominating Committee will:

- interview each candidate fairly and objectively to determine eligibility to seek office
- evaluate each candidate for office using interview scores as criteria
- recommend slating a candidate from one office to another to provide at least two candidates for each office
- approve and post candidates eligible for office
- assist in the election

Interview schedules for candidates in each office will take place at District CDC at a designated time and place. Candidates should report to the interview based on his/her scheduled time. Interviews will last between 5 to 10 minutes depending on the number of candidates. Each candidate per office will have an equal amount of time for his/her interview.

Campaigning

Limited campaigning will take place the day of the conference.

Candidates are limited to:

- One standard sized poster board or display board.
- One piece of literature
- One campaign manager and one helper
- Candy to give out
- Candidates are required to be dressed in the official DECA Blazer.
- Campaign Managers or Assistants must be in professional dress (blazer required)

The following are prohibited at any time:

- Costumes including t-shirts
- Drinks, Food: any give away other than trial size or smaller candy
- Loud Music
- Videos
- Loud behavior or chanting in the exhibit hall

Election Session/Campaign Session Procedures

- A. At the time of elections, voting delegates will check in by school and be directed to their seats. Before speeches begin, the names of chapters not present will be restated. If not present at that time, those chapters will be ineligible to vote.
- B. Following roll call, officer candidates will be presented. Candidates will give their campaign speeches alphabetically by last name.
- C. Candidates will be given two (2) minutes to deliver a campaign speech to the voting delegates. A timekeeper will signal 1 minute. Any candidate exceeding 2 minutes will be signaled to stop. Props may **not** be used during the speech nor will another person be allowed to speak on the candidate's behalf.
- D. Balloting will occur under the direction of the District Director or an appointed advisor.
- E. Winners will be determined based on the candidate with the most points. All three sections, the Test, Interview with Nominating Committee and Popular Vote will be added together to result in the candidates score. **If there is a tie, the Interview score will be used.**

Process	Max Points Available
Test	100
Interview with Nominating Committee	100
Popular Vote	# of votes X 3

- F. New district officers will be announced at the end of the awards ceremony.

DURATION OF OFFICIAL DUTIES

Newly elected officers will assume their official duties as District DECA officers after successful completion of training at the Texas State and District Officer Training Conference. They will be expected to attend the following District and Texas State CDC.

Adult Agreement Signature Forms

Applicant/Parent Agreement

I have read and understand the TX DECA District Officer Candidacy Guidelines. By signing this agreement, I agree to adhere to all of the guidelines above, and understand that a violation of these guidelines may result in disqualification from the election. **TX DECA reserves the right to check social media websites prior to candidates achieving candidacy.** I also agree that if elected, I will attend the Texas State and District Officer Training Conference, and the following Texas State CDC.

These activities call for mandatory attendance, and will take precedence over school sporting events, dances, and other functions.

(Signature of Applicant)

(Signature of Parent/Guardian)

(Print Name of Applicant)

(Print Name of Parent/Guardian)

Date:

Principal's Agreement

I give my approval for _____ to run for a district office in Texas DECA. If elected I will approve the student and his/her advisor to attend the Texas State and District Officer Training Conference, the planning meetings, and the TX DECA District and State Career Development Conference, and any other necessary meetings.

I have read and understand the requirements of a Texas DECA District Officer Candidate Advisor. If our student is elected to a TX DECA District Office and an advisor change occurs due to school assignments or policy, another advisor will be appointed to fulfill the District Officer Advisor responsibilities.

(Signature of Principal)

(Printed Principal's Name)

Date:

Chapter Advisor's Agreement

I certify the information in this application packet gives a true and accurate picture of the applicant's record and therefore, recommend him/her for a district office in Texas DECA. If this student is elected to a district office, I accept the responsibilities required in helping him/her fulfill all duties including accompanying the officer to sessions as requested.

(Signature of Chapter Advisor)

(Printed Advisor's Name)

Date

Texas DECA Internet /Media Permission Form

Texas DECA and the Texas DECA Board of Directors maintain a web site which offers pertinent information to schools, DECA advisors and student members. Information about the District Action Team would be useful as a means to contact the officers. In order for Texas DECA to accomplish this, permission is needed for students under the age of 18.

Thank you for your consideration and prompt attention to this matter.

As part of a group format, I hereby authorize Texas DECA to display a picture, school information (school, address, and phone number) and e-mail address on the Texas DECA web site of _____ (student name).

Parent/Guardian's Signature

Date

District Officer Candidate Application

(Must be typed or word processed—Handwritten applications will not be considered)

Name: _____ **Chapter:** _____

Office Sought: 1st Choice: _____

2nd Choice _____

Home Address _____

E-mail address _____

Grade Level for 2011-12 School Year: _____

Date of Birth: _____ **Cell Phone:** _____

DECA District _____ **Advisor Name:** _____

School Address _____

School Phone _____ **Home Phone:** _____

Marketing Courses Taken along with the school year when taken:

List DECA offices held _____

List DECA activities in which you have participated _____

List other organizations or activities in which you have participated.

Work Experience/List job title, dates and brief summary of duties:

Community Service Experiences _____

Please be sure to attach the following:

_____ An *official* copy of your academic transcripts from the end of the last grading period.

_____ Type a brief (250 words or less) response to the following essay topic.

Essay Topic: Describe the importance of team work and how this applies to DECA.

Please use specific examples.

Texas DECA District Officer Candidate Statement of Responsibility

Name _____ Office Sought _____

School _____ DECA Advisor _____

Acceptance of Responsibility and Understanding of Election Process: I recognize that the following obligations are a part of a Texas DECA District Officer’s responsibilities. I agree to meet the following expectations and others set forth by the Texas DECA District Director. Please initial each item.

Initials

- _____ 1. I will be a dues paying member of local, state, and international DECA.
- _____ 2 I will carry out the District Officer’s Program of Work and submit reports to the State DECA Executive Director or Officer Coordinator according to established deadlines and specifications.
- _____ 4. I will attend all required conferences as assigned by the District DECA Director.
- _____ 5. I will adhere to the TX DECA Officer Conduct code, dress code, and the Comprehensive Consent Form
- _____ 6. I will clear absences associated with DECA in advance with all of my teachers and employer.
- _____ 7. I will adhere to dress guidelines established for District Officers.
- _____ 8. I understand that I will not be allowed to participate if this application packet is incomplete, inaccurate, or received later than the date listed on www.TXdeca.org .
- _____ 9. I understand that I will be required to take an online test, appear before a nominating committee, campaign, and deliver one 1-2 minute maximum speech. Since each step is a qualifier to the next part of the process, I realize that I might not be allowed to continue at any one of these steps.
- _____ 10. I understand I must wear a DECA blazer for campaigning, interviews, and the election session.
- _____ 11. I have read, understand, and will adhere to all rules, guidelines, and responsibilities associated with serving as a Texas DECA District Officer.
- _____ 12. If elected, I will represent my chapter, district, and state with integrity, and honor.

Applicant Signature

Date

Printed Name

Texas DECA District Officer Candidate Advisor Statement of Responsibility Form

Officer Candidate Name _____ Office Sought _____
Advisor Name _____ School _____

Acceptance of Responsibility and Understanding of Election Process: I recognize that the following obligations are a part of a Texas DECA District Officer Advisor's responsibilities. I agree to meet the following expectations and others set forth by the Texas DECA Executive Director and Texas DECA Board of Directors. Initial each item.

Initials

- _____ 1. I will be a dues paying member of local, state, and international DECA.
- _____ 2. I will assist my district officer in carrying out the District Officer's Program of Work by providing tools and training and make sure reports to the TX DECA Executive Director or Officer Coordinator are completed according to established deadlines and specifications.
- _____ 3. I will attend all required conferences and other events required of the District Officers as assigned by the State DECA Executive Director and complete all TX DECA duties assigned.
- _____ 4. I will make sure my officer adheres to the TX DECA Officer Conduct code, dress code, and the Comprehensive Consent Form.
- _____ 5. I will complete all paperwork required of myself and my officer by my school division to clear absences associated with Texas DECA District Officer attending meetings.
- _____ 6. I understand that my student will not be allowed to participate as a district officer candidate if this application packet is incomplete, inaccurate, or received later than the date set on the Texas DECA website.
- _____ 7. I understand that my student will be required to take an online test, appear before a nominating committee, campaign, and deliver a two minute maximum speech. Since each step is a qualifier to the next part of the process, I realize that my student might not be allowed to continue at any one of these steps.
- _____ 8. I also understand my student must wear a DECA blazer for the campaigning, interviews, and the election session.
- _____ 9. I understand TX DECA will cover lodging, meals, transportation, and registration for District Officers for the summer leadership conference only.
- _____ 10. I understand TX DECA will cover my transportation expenses based on the TX DECA Travel Policy for the State and District Officer Leadership Training in July. **It is recommended that officers are dropped off and picked up at the end of the conference.** Lodging and meals will also be covered as these are required meetings. If I am in attendance at any of the conferences, I will attend workshops and complete assignments as designated by the TX DECA Executive Director while the district officers are in training.

Advisor Signature

Date

Printed Advisor Name

The following will aid you in preparing for the District Officer test and interviews.

Interview Structure and Screening Criteria – Nominating Committee
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The Nominating Committee is comprised of a minimum of 5 members. They will ask candidates questions related to character, DECA, and leadership. Candidates are screened on the following criteria, 100 points total.

Pre-Interview Introduction (10 points)

Introduced self properly	Physically poised and ready	Spoke clearly, forcefully
State the office sought	Stood until invited to sit	Good first impression

Character Question Response (15 points)

Candidate's answers show a strong sense of character, genuineness, and honesty. Answers suggest candidate will work well with fellow DECA members and model good citizenship. Answers are organized, logical, and reasonable. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

DECA Question Response (15 points)

Candidate's answers show a strong understanding of TX DECA. Ideas and plans for the future of TX DECA are strong and reasonable. Answers show candidate has a strong sincerity in the organization. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.

Leadership Question Response (15 points)

Candidate's answers show understanding of traits of a good leader. Answers suggest candidate has self-initiative, dedication, and the ability to motivate many people to accomplish a common goal.

Appearance (10 points)

Good color coordination	Hair clean and neat	Good posture
Clothing clean and pressed	Facial appearance is natural	Business attire conservative
Wore DECA blazer	Pleasant smile	

Attitude (10 points)

Attentive	Alert and responsive	Self-confident
Enthusiastic	Competitive and open minded	Sincere and conscientious
Socially at ease and comfortable		

Professionalism (10 points)

Courteousness	Ability to remember names	Ability to take criticism
Poise	Sense of humor	Conversational

Post-Interview (10 points)

Thanked the committee	Left promptly and still eager	Remained poised
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Application Essay (5 points)

No spelling errors	Covered topic	Easy to understand
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SCREENING AND NOMINATING PROCESS
Questions and Case Problems Examples for Candidates

1. Officer Image

Image will be determined immediately upon introduction and before and during interview.

2. Character

- a. Do you have a favorite quote or saying?
- b. What would your Marketing teacher say is your greatest strength?
- c. What would your best friend say is your greatest flaw?
- d. Why is a "positive attitude" important to a district officer?
- e. What does the statement, "Ethics is a critical part of business," mean to you?
- f. What does the statement, "To serve rather than be served," mean to you?
- g. What is your favorite hobby? Why?
- h. How do you see Marketing in your everyday life?

3. DECA

- a. Why do you wish to be a district officer?
- b. What is the greatest contribution you can make to DECA?
 - a. Why is DECA important to a Marketing student?
 - b. Why is a good first impression essential for a district officer?
 - c. What is the relationship between the Marketing program and DECA?
 - d. Do students who complete the Marketing program really get better jobs?

4. Leadership

- a. Do you feel everyone has the same capacity for leadership? Why?
- b. What qualities do you possess that make you a good leader?
- c. How are leadership and responsibility related?
- d. What significant contributions have you made to your DECA chapter?
- e. Define teamwork as it relates to a DECA District Officer Team?
- f. Are you employed? What are your responsibilities at work?
- g. What kind of program of work have you established for yourself?
- h. What should be the most important goal of DECA?
- i. What leadership characteristics do you possess that will be of greatest benefit to Texas DECA?
- j. In what other school and community activities do you participate?
- k. Why should we nominate you for the office of _____?

TEXAS DECA DISTRICT OFFICER CANDIDATE SCORING GRID SCDC
Nominating Committee

	Maximum Points	Points Awarded	Notes
Pre-Interview Introduction Introduced self properly; Physically poised and ready; Spoke clearly, forcefully; Stated the office sought, Stood until invited to sit, Good first impression	10 points		
Character Question Response Candidate's answers show a strong sense of character, genuineness, and honesty. Answers suggest candidate will work well with fellow DECA members and model good citizenship. Answers are organized, logical, and reasonable. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.	15 points		
DECA Question Response Candidate's answers show a strong understanding of TX DECA. Ideas and plans for the future of TX DECA are strong and reasonable. Answers show candidate has a strong sincerity in the organization. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.	15 points		
Leadership Question Response Candidate's answers show understanding of traits of a good leader. Answers suggest candidate has self-initiative, dedication, and the ability to motivate many people to accomplish a common goal. Candidate maintains composure, uses precise words, is interesting to listen to and thinks questions through.	15 points		
Appearance Good color coordination, Hair clean and neat, Good posture, Clothing clean and pressed, Facial appearance is natural, Business attire conservative, Wore DECA blazer, Pleasant smile	10 points		
Attitude Attentive, Alert and responsive, Self-confident, Enthusiastic, Competitive and open minded, Sincere and conscientious, Socially at ease and comfortable	10 points		
Professionalism Courteousness, Ability to remember names, Ability to take criticism, Poise, Sense of humor, Conversational	10 points		
Post-Interview Thanked the committee, Left promptly and still eager, Remained poised	10 points		
Application Essay No spelling errors, Covered topic, Easy to understand	5 points		
Total Points	100 points		

Signature: _____ Date: _____
District Director

Prospective District Officer,

The following pages are study material for the District Officer Test, one of the requirements of becoming a District Officer.

While the following pages offer a lot of useful information you may also want to refer to the following documents found on our [website](#) to aide you in preparing:

The 2011-2012 District Officer Test will cover the following items:

- Current National Officers
- Current TX DECA Officer Team
- DECA Dimensions
- DECA Logo Guidelines
- ICDC
- International DECA Week
- National DECA Headquarters
- POW
- State CDC
- The DECA Mission Statement
- TX DECA Districts
- TX DECA Headquarters
- TX DECA Theme

If you have any questions or need clarification please contact the TX DECA Office.

TEXAS DECA MARKETING AND DECA FACTS

Abbreviations and Definitions

ICDC - International Career Development Conference

SCDC - Texas State Career Development Conference

State winners in competitive events are determined; state officers are elected

CDC - District Career Development Conference

POW – Program of Work

CBCE - Competency Based Competitive Events

NAB - National Advisory Board (representatives from organizations contributing financial support to DECA)

Dates/Locations/ Themes

See the website for relevant dates/locations and themes

Facts and Specifications

Name of our organization - DECA

DECA Colors– Blue

DECA Emblem – Diamond, with 8 Guiding Principles

International DECA publication – DECA Dimensions

DECA Board of Directors – Assists with the development of operating policies and procedures.

Names of members can be found on the Texas DECA website

The four divisions of DECA – High School, Collegiate, Alumni, and Professional

State DECA Districts – I, II, III, IV, V, VI, VII, VIII, IX, X and their locations (see the website)

International DECA Regions – Southern (TX is a member), Western, North Atlantic, Central

CBCE Occupational Areas:

Apparel and Accessories

Automotive Services Marketing

Business Finance

Business Services Marketing

Food Marketing

Full Service Restaurant Management

Hotel Lodging Management

Human Resources Management

Marketing Management

Quick-Service Restaurant Management

Retail Merchandising

Sports and Entertainment Marketing

MARKETING FACTS

As well as basic understanding of Marketing, Economics and DECA, candidates must be prepared to answer the following questions:

1. What is marketing?

Marketing is a people-oriented field; it is the process of determining consumer needs and then directing products and services to meet those needs. It includes such activities as market research, product design and packaging, buying and pricing, selling, transportation/storage, promoting and advertising, servicing, financing, and insuring. It represents over one-third of the jobs in today's economy.

Marketing is the instructional program designed to prepare motivated people for marketing careers. Marketing provides students a way to secure entry-level, mid-management, or entrepreneurial positions in marketing, keeping with their individual goals.

2. How can one participate in the Marketing program?

Marketing is offered in many forms for various ages/experiences levels:

- Middle schools and junior highs offer orientation or career exploration courses to introduce students to career opportunities.
- High schools offer the most active Marketing centers, which have cooperative and laboratory programs.
- Community and junior colleges, technical institutes, colleges and universities offer a variety of marketing courses based on laboratory and theory systems. Many include an internship working in a marketing business.

3. Does Marketing take the place of college?

Rather than replace college, marketing gives student exposure to a career area, which can allow them a more positive selection of a career. Many marketing students attend institutions of higher learning and find that their involvement made them better prepared for college. However, all marketing graduates can expect to acquire job skills, which will help them obtain work directly out of high school, on a full, or part-time basis, if they so choose.

4. How does Marketing improve marketing in the United States?

- Employers can hire a marketing trainee or graduate, knowing the employee has received the best, most relevant education for the assignment.
- Adults can receive instruction, which supplements their present jobs and leads to improved performance and advancement.
- People with a wide range of ability levels and socio-economic backgrounds- including the handicapped, the exceptional, the disadvantaged – are all helped in their pursuit of marketing careers.

5. Is there more to Marketing than school and work?

Participation in DECA provides students with the opportunity to become involved in many exciting activities related to their marketing curriculum. Involvement in DECA offers students leadership training and a chance to compete in local, state, and international events in many career areas – all designated to stimulate and motivate classroom interest and workforce development competence. Through DECA, students also have the opportunity to participate in

social functions, meet many business leaders in the community, and to apply for scholarships and loans, which may be used to further their education for marketing careers.

6. Do students who complete the Marketing program really get better jobs?

The success of each program has been measured by follow-up studies of graduates. These studies show that the Marketing programs have a high degree of success in maintaining employees in marketing.

Marketing graduates are in high demand by employers. It makes sense: employers want to hire people who have already learned effective marketing. This is the very marketable service Marketing provides.