

Potential candidates will find:

- Eligibility for running for a VA Chartered Association Officer position
- Requirements for potential officer candidates
- Candidate processes and procedures
- Printable forms required with the online application

Candidate Eligibility

- A chapter may enter only 2 candidates in state elections for all positions combined.
- The candidate must be an active member in good standing in the local chapter and in Virginia DECA and be enrolled in an approved Marketing Program.
- An active member may seek any office for which he/she is eligible.

Office	Eligibility
President	All active members except graduating seniors
VP Leadership	All active members except graduating seniors
VP Career Development	All active members except graduating seniors
VP Hospitality	All active members except graduating seniors
VP Marketing	All active members except graduating seniors
VP Region 1	All active members except graduating seniors in Districts 8, 10, 11, 17
VP Region 2	All active members except graduating seniors in Districts 12-15, 33
VP Region 3	All active members except graduating seniors in Districts 7, 9, 18, 19
VP Region 4	All active members except graduating seniors in Districts 21, 23, 25-30, 32
VP Region 5	All active members except graduating seniors in Districts 1-6, 20, 22, 24

Required Conference Attendance for VA DECA State Officers (VA DECA will cover lodging, meals, and registration for required conferences)

- VA DECA State Officer Orientation | April 20th Virtual
- Emerging Leader Summit and VA Officer Training (If a student cannot attend this training, in its entirety, he/she will not be permitted to serve as an officer.) | July 10-15 Nashville, TN
- Camp DECA | September Jamestown, VA
- Fall Leadership Retreat | September Virtual
- DECA's Power Trip and Planning | November 13-17 Charlotte, NC
- VACTE - President Only | January Richmond, VA
- SLC Planning | February Virginia Beach, VA
- State Leadership Conference, Virginia Beach, VA – February 25-March 2

Optional Officer Conferences (VA DECA Will Cover Costs)

- VAME (Virginia Association of Marketing Educators) | July Richmond, VA
- Designated Fall Conferences for Members Hosted by VA DECA - October

Optional Officer Conference Attendance (VA DECA Will Not Cover The Costs)

- State Fair – Virginia DECA Day
- DECA's International Career Development Conference – April/May
 - Officers registration will be covered
 - Officers will be asked to act as voting delegates for Virginia. This will not interfere with competition
- State Officer Invitations (VA DECA will not cover the costs for school and district appearances.)
 - Officers may be contacted by individual chapters or districts to attend an event. The school or district extending the invitation should be prepared to cover the travel costs unless the officers would normally attend the event.

Uniform

- An official uniform will be provided for officers.
- Officers will be responsible for 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.
- Officers may have to purchase items identified as the team dress pants/skirt/dress/shirt. In addition, officers are responsible for purchasing the team's chosen shoe.

All candidates must understand and meet following requirements to be eligible for candidacy:

- The candidate must submit an online completed Officer Candidate Application no later than the date set for submission. (See the calendar on www.vadeca.org)
- 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.
- Candidates will identify their first and second choices for office on the official State Officer Candidate Application. However, all candidates are applying to run for any office on the team. The Slating committee will determine the position each candidate will be slated in. The identification of the first and second choice is to assist the committee in knowing where the candidate feels their strengths would best be used.
- Candidates must be a current VA DECA member, must maintain VA DECA membership and be enrolled in a marketing course during the term of office.
 - Candidates will have to identify the approved marketing course they intend to enroll in for the following academic year.

State Officer Checklist and Process

1. Application - 100pts

Applicants will begin the process by completing the online application. The applicant will need to collect the following to complete the application.

- Applicant information
- School Information
- DECA Experience
- Other Leadership Experience
- Transcripts from the end of the previous school year.
- Personal vision statement as an officer.
- 4X6 Zoomed in Headshot(neck up) in DECA Blazer
- Applicant/Parent Agreement
- Advisor Statement of Responsibility
- Candidate Statement of Responsibility

The Virginia Chartered Association Officer application can be found here:

<https://www.cognitofrms.com/VADECA1/VADECAShateOfficerApplication>

2. Test - 100pts

Applicants will take an online test pertaining to DECA knowledge. Applicants will receive an email that contains details about scheduling their test day/time after submission of their application.

Information about the test:

- The test is 50 questions (questions could be multiple choice, matching, or T/F)
- Applicants have 50 minutes.
- Applicants may not use any notes, the internet or other items while taking the test. A calculator is not needed.
- Applicants must have a test proctor during the test. Proctor can be any advisor at the candidate's school.
- **AN 80 IS REQUIRED TO MOVE ON TO THE PHONE INTERVIEW.**
- Testing will take place December 12-20 at the candidate's school between 7AM and 5PM.

Study Guide

Begin by Reviewing this link in depth - 75% of the material has been taken from here.

https://issuu.com/decainc/docs/deca_student_leader_resource_guide

*Information is pulled from the entirety of the guide including parliamentary procedure.

Virginia Knowledge and terms to know:

- 5 REGIONS in Virginia
- President of Virginia DECA
- Number of Officers on the State Action Team
- Chartered Association Advisor
- VA DECA Foundation
- Virginia Theme
- Competition begins at the District Level
- Location of SLC
- Membership Policies

Other DECA Knowledge:

- Executive Officer Team
- Virginia is in the Southern Region
- National Theme
- POL – Program of Leadership
- Location of ICDC

3. Video Interview - 100pts

The video interview is a scheduled interview with the Chartered Association Advisor. The candidate will have up to 15 minutes to answer questions posed. Video interviews will be completed during VA DECA office hours when possible. No interviews will be done from the student's home. All interviews must be done at school with an advisor present.

Questions will focus on:

- DECA experiences that have led to becoming an officer
- Information provided in the personal vision statement
- Time management skills
- Other experiences that make the applicant a valuable asset to Virginia DECA

Video Interview will take place between January 3-9.

The Video Interview, test score, and application score will be added together to determine the Top 20 Candidates that will move forward to SLC. *In some cases additional candidates may move forward based on scores and regional representation.

4. Slating Committee - 200pts

The Slating Committee, composed of the marketing and related cluster specialist, a former state officer from a school without a candidate, current students representing the regions who are not from schools that have candidates, a board member who does not have a candidate, and the Virginia DECA chartered association advisor who will be a nonvoting member. Members of this committee will be representative of all regions.

The Slating 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 to provide at least two candidates for each office

Procedures

- Interviews will be conducted via Zoom and will last between 6 to 15 minutes depending on the number of candidates. Each candidate will have an equal amount of time for his/her interview.
- Candidates should be dressed in a DECA Blazer and following competition dress code for the interview.
- You will be given a time and link for your online interview with the slating committee.
 - Candidates must have access to a computer with internet access and microphone/camera capabilities.
- Candidates should plan to be available between 4:30 – 7:00pm on either of the interview days. The specific day/time schedule will be provided to all candidates closer to the interviews.
- After the Slating Committee has finished their work, all candidates and their advisor will be sent the slate by email.

Upon receiving the slate, candidates have two options:

- Accept the slated position
- Remove their name from the ballot and withdraw from the campaign
- Candidates will have 24 hours to reply to the email with their decision. It is the candidate's responsibility to reply to the email. Advisors should NOT reply.

5. Campaigning at State Leadership Conference (SLC)

Applicants that are approved to move forward to campaigning at SLC will need to prepare a campaign. Limited campaigning will take place in the exhibit hall Friday evening and Saturday morning.

Campaigning procedures:

- Candidates may not exceed \$150 and must provide a budget with receipts electronically through a provided link to the officer of election's director before Friday of SLC.
- **Social media sites and accounts may be used beginning on Friday, March 1 at 8AM.** Any campaigning done prior to SLC on any social media site will result in the candidate being removed from the election process and forfeiting the opportunity to run. This includes posts as simple as announcing candidacy.
- Each candidate will receive half of a 6-foot table. The table is shared with another candidate. All materials must fit on top of the table. Minimal decorations must be contained to the candidate's portion of the table. Table access will be limited to specific times.
- Candidates are permitted 1 computer/tablet to be used on the table (without audio), 1 piece of literature, 1 tri-fold or poster, props that interact with the tri-fold, decorations that fit within the 3-foot table space.
- No giveaways of any kind other than one piece of literature - this includes candy.
- Video is allowed but CANNOT include audio.
- Social media on phones or other devices may not be used at the table if it includes sound.
- Candidates are required to be dressed in the official DECA blazer.
- Campaign manager and assistant (each candidate is limited to two campaign workers) must be in professional dress (competition dress code).
- To ensure a fair election and equal opportunity to all, districts and chapters should not organize any pre-conference, meeting, activity, or trade-off.

The following are prohibited at any time:

- Costumes including t-shirts
- Toys, Buttons, Stickers (to hand out), Drinks, and Food (no give away candy)
- Loud behavior or chanting in the exhibit hall
- Campaign materials displayed or distributed outside the campaign room
- Receptions or social activities sponsored by an officer candidate for conference participants.

6. Election Schedule for Candidates

- **January 18 | 7PM - Mandatory Candidate Briefing for Candidate and Advisor** This meeting will provide details and explanations to assist in understanding the process of campaigning and to make sure everyone understands expectations of candidates. This meeting is MANDATORY.
- **January 23 or 24 | 4:30PM-7PM - Slating Committee Interviews**
- **February 16 | 4PM - 30 Second Backup Video Due** The video will be used for weather related emergencies. All video submissions should follow the guidelines detailed below.
 - Submitted as an MP4 file
 - Content is restricted to the following: Name of Candidate, Campaign theme/slogan, Candidate's explanation of why they are qualified to serve on the Virginia DECA State Action Team.
 - Video may be no more than 30 seconds long.
 - No one may speak on behalf of the candidate.
 - Candidates should be dressed in an official DECA blazer.

Election Schedule for Candidates Continued

- **March 1 | 8AM Campaigns may officially begin.**
 - NO Direct Messaging is allowed on any social media!
 - Candidates may begin setting up campaign booths as early as 9:00AM. The campaign area will be open 12:00PM – 4:00PM.
- **March 1 | 12PM - 4PM Campaign Booths**
- **March 2 | 9AM - 1PM Campaign Booths**
 - Campaign booths will be open from 9AM-1PM
 - Booths must be cleaned up by 1:30PM
- **March 2 | 2PM Election Session**
 - Candidates will give their speeches during the Annual Business Meeting. The following policies/procedures must be adhered to by all candidates, advisors, and voting delegates.
 - At the time of elections, delegates will check in by regions 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.
 - Following roll call, officer candidates will be presented. Candidates will give their campaign speeches alphabetically by last name.
 - Candidates will be given three (3) minutes to deliver a campaign speech. A timekeeper will signal 2 minutes. Any candidate exceeding 3 minutes will be told to stop immediately.
 - Props may not be used during the speech, nor will another person be allowed to speak on the candidate's behalf. Any violation made by the candidate will result in the immediate removal of the candidate from the election procedure.
 - Balloting will occur utilizing a paper ballot.
 - Advisors with candidates may not assist in the election process: examples include but not limited to: counting of ballots; collecting ballots; keeping time.
 - Advisors and campaign managers may sit in the back of the voting session to observe speeches and the process.
 - The Director of Elections and the Chartered Association Advisor should be made aware of any concerns or irregularities during the process immediately.
- **March 3 | New Team Announced at Closing Session**
 - VA DECA will announce the Winners of the Elections at during the closing session.
 - Newly elected officers must be in DECA blazers when going on stage.
 - Newly elected officers will meet backstage at the conclusion of the event.
 - Newly elected officers will assume their official duties as officers in VA DECA at the conclusion of ICDC.

7. Determining Election Results

Winners will be determined based on the candidate with the most points.

All three sections, the Test, Phone Interview, and Interview with the Slating Committee will be added together with the Popular Vote to result in the candidates score. If there is a tie, the Video Interview score will be used.

TEST (100PTS)

+

PHONE-VIDEO INTERVIEW/APPLICATION/VIDEO SUBMISSION (100 PTS)

+

SLATING COMMITTEE INTERVIEW (200 PTS)

+

OF POPULAR VOTES X4

8. Campaign Penalties

The following will result in a 1 vote (equivalent to 4 points) deduction per infraction:

- Exceeding the \$150.00 budget
- Not providing receipts and budget for campaign materials
- Placing materials outside of the provided table
- Exceeding the one piece of literature allowed
- Using audio at your campaign table
- Campaigning outside of the timeframe and space given
- Campaign Manager or Assistant Manager not being in professional dress
- Missed deadlines during the application process will receive (1 vote per day) penalty

The following will result in a 5 vote (equivalent to 20 points) deduction per infraction

- Giving away any items other than the one piece of literature
- Banned items include: candy, buttons, food, drink, toys, etc.

The following will result in disqualification and removal from the campaign process

- Campaigning outside of the timeframe and space given
- Engaging in any communication with delegates outside what is allowed in the campaign and social media guidelines
- Not adhering to the video guidelines for the 30 second video

9. Procedures for Weather Related Situations

In the case of extreme weather or other situations that threaten the length of the State Leadership Conference:

When the Conference Continues to Operate as Scheduled with Weather Situations

- Officer elections will still go on.
- Candidates must be present on Friday to run for an elected office.
- Committees will make adjustments with interview times to accommodate chapters arriving at the conference later than scheduled.

When Chapters Must Leave Saturday Night or Sunday Morning Due to Weather

- Chapters should plan to leave after elections on Saturday evening.
- If chapters cannot stay, Officer elections will be moved up earlier if needed to get the vote in.
- If needed, speeches will be eliminated to expedite voting.
- The voting session will follow this order:
 - Voting delegates will check in and be seated in their region.
 - Roll call will be taken.
 - Following roll call, officer candidates will be presented.
 - Candidates will be introduced, and their video will be shown. Candidates will not have the opportunity to speak to the audience directly.
 - After all candidates are announced ballots will be handed out and collected by Director of Elections and designated assistants
 - Once all ballots are turned in the session is concluded & voting delegates are released.

When Elections Cannot Be Held

Videos submitted as part of the application process will be placed on the Virginia DECA Website for viewing by chapters.

- Chapters will be notified of the length of time the videos will be available for viewing.
- Modified voting will take place online.

VA DECA STATE OFFICER APPLICANT/PARENT AGREEMENT – PRINT AND SCAN

Applicant/Parent Agreement

- By signing this agreement, I agree to adhere to all the guidelines listed in the Officer Candidate Information Packet, and understand that a violation of these guidelines will result in disqualification from the election.
- I understand that I cannot campaign on social media sites until March 1, 2024 at 8:00AM.
- VA DECA reserves the right to check social media websites prior to candidates achieving candidacy.
- I also agree that if elected, I will attend VA DECA Team Training, DECA’s Emerging Leader Summit, Camp DECA, Officer Leadership Retreat, one weekend State Officer Planning Meeting in conjunction with Power Trip, SLC Planning in February, and the following SLC. These activities call for mandatory attendance, and will take precedence over school sporting events, dances, and other functions.
- Media Release: Virginia DECA and the Virginia DECA Foundation maintain a web site which offers pertinent information to schools, DECA advisors and student members. Information about the State Action Team would be useful as a means to contact the officers. In addition, VA DECA will post articles, photos, meeting agendas and comments made by officers at state required events. In order for Virginia DECA to accomplish this, permission is needed for students under the age of 18.

(Signature of Applicant)

(Signature of Parent/Guardian)

(Printed Name of Applicant)

(Printed Name of Parent/Guardian)

Principal’s Agreement

I give my approval for this student to run for a state office in Virginia DECA. If elected I approve the student and his/her advisor to attend the June/July and August State Officer Training, Officers Leadership Retreat, the planning meetings, and the VA DECA State Leadership Conference, and all other necessary meetings.

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

(Signature of Principal)

(Printed Principal’s Name)

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 state office in Virginia DECA. If this student is elected to a state 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)

VA DECA STATE OFFICER ADVISOR RESPONSIBILITY FORM – PRINT AND SCAN

**Virginia DECA Officer Candidate Advisor Statement of Responsibility Form
2024-2025**

Advisor: _____ **Candidate:** _____

Acceptance of Responsibility and Understanding of Election Process: I recognize that the following obligations are a part of a Virginia DECA Charter Association Officer Advisor’s responsibilities. I agree to meet the following expectations and others set forth by Virginia DECA.

INITIALS

- _____ 1. I will be a dues paying member of local, state, and National DECA.
- _____ 2. I will complete all paperwork required of my school division to clear absences associated with Virginia DECA State Officer required meetings for myself and my officer.
- _____ 3. I understand that my student will not be allowed to participate as a state officer candidate if this application packet is incomplete, inaccurate, or received later than the date set on the Virginia DECA website.
- _____ 4. I understand that my student will be required to take an online test, complete a video interview, appear before a slating committee, campaign, and deliver one 2-3 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.
- _____ 5. I understand my student must wear a DECA blazer for the campaigning, interviews, and the election session.
- _____ 6. I understand VA DECA will cover lodging, meals and registration for State Officers for all required conferences.
- _____ 7. I understand that travel expenses, lodging, and meals incurred by a state officer advisor while traveling with an officer on required activities will be reimbursed by Virginia DECA using the travel policy. Exceptions include expenses incurred at SLC after the advisor’s chapter has arrived.
- _____ 8. I understand I am responsible for providing or making appropriate travel arrangements for my student to all DECA functions if elected to state office. I understand state officers, as high school students, must ride with an advisor or parent to all functions. State officers are not allowed to drive themselves to any function as a high school student even if they are 18 or older.
- _____ 9. I understand that my student must currently be enrolled in an approved marketing course as well as enroll in an approved marketing course for the 24-25 school. Student schedules will be reviewed in August when official schedules are released. Should a student not be enrolled in an approved course they will have the opportunity to change their schedule or be removed from office.

(Signature of Chapter Advisor)

(Date)

VA DECA STATE OFFICER RESPONSIBILITY FORM – PRINT AND SCAN

Virginia DECA Chartered Association Officer Candidate Statement of Responsibility Form
2024-2025

Primary Advisor: _____ Candidate: _____

Acceptance of Responsibility and Understanding of Election Process: I recognize that the following obligations are a part of a Virginia DECA State Officer’s responsibilities. I agree to meet the following expectations and others set forth by the Virginia DECA Chartered Association Advisor and Virginia DECA State Officer Advisors. Initial each item.

INITIALS

- _____ 1. I will be a dues paying member of local, state, and National DECA.
- _____ 2. I will be enrolled in an approved marketing course during my term of office.
- _____ 3. I will carry out the State Officer’s Program of Leadership and submit reports to the Charter Association Advisor according to established deadlines and specifications.
- _____ 4. I will attend all required conferences as assigned by the Chartered Association Advisor.
- _____ 5. I will adhere to the VA DECA Officer Professional Code of Conduct, 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 State 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.vadeca.org.
- _____ 9. I understand that I will be required to take an online test, participate in a video interview, appear before a slating committee, record a Q&A session, campaign, and deliver one 2-3 minute maximum speeches. Since each step is a qualifier to the next part of the process, realize that I might not be allowed to continue at any one of these steps.
- _____ 10. I also 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 Virginia DECA Chartered Association Officer.
- _____ 12. If elected, I will represent my chapter, district, and state with integrity, and honor.

(Signature of Applicant)

(Date)