

# GET THE EDGE



## 2023-2024 State Officer Candidate Guidebook

You are about to embark on an exciting and challenging journey, on the road to becoming a State Officer for one of the largest State Associations in DECA. For almost 80 years, DECA has established a rich history of leadership. Many members continue on to pursue successful careers in marketing and management. A select few lead the association as State Officers.

The road to becoming a State Officer requires dedication. The opportunity to develop your campaign, share your expertise with members and improve your speaking skills will prove worth the effort.

As an elected State Officer for Michigan DECA, your perseverance must continue. As a team member, you will collaborate to propel the organization by planning conferences, developing a successful program of work, and work to grow the membership base of our State Association. Be prepared to commit a large portion of your time to your officer team as well as Michigan DECA.

This packet outlines the steps involved in a campaign for the Michigan DECA State Executive Council, including forms you will need to complete. This guidebook outlines your candidacy and the process for running for State Office, so please read this guidebook carefully. Best wishes to you in your pursuit of excellence as a State Officer!





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# STATE OFFICER CANDIDATE OVERVIEW

**Running for and holding a State Office is exciting and challenging. The rewards are many:**

- Personal growth
- Development of life-long leadership skills
- Travel to exciting places and meet new people
- Plan Michigan DECA State Leadership, District and State Career Development Conferences
- Visit high schools and universities
- Recognition for chapter and community

**Interested individuals should:**

- Talk to your parents, advisor, employer, and principal to discuss the responsibilities and activities.
- Obtain permission for absences from school, work, and family activities.

**Interested individuals MUST:**

- Be an active member in an affiliated Michigan High School Division chapter
- Have held a responsible position at the chapter level
- Candidates may only run in their Junior (11th grade) year of school
- Be recommended by the chapter advisor, parents, chapter members, and school administrators
- **Be the only candidate from your DECA chapter (chapters may only have one candidate)**
- Have good speaking and writing skills
- Complete the required forms (See the application process for specific instructions)
  - Register for the Candidate Screening
  - Complete the online Candidate Information Form
  - Complete the Candidate Signature Packet with two letters of recommendation
- Attend the State Officer Candidate Screening Interviews in Lansing, Michigan
- Follow the Michigan DECA State Officer Campaign Guidelines
- Agree to the State Officer Code of Conduct

**Once elected at the State Conference, training will be provided during the following required conferences: the International Career Development Conference (April), the CTSO State Officer Workshop (May), and the DECA Emerging Leaders' Summit (July).**

**The areas of training are:**

- Responsibilities and duties
- Public speaking
- Meeting and greeting people
- Writing letters and articles
- Goal setting
- Team building



# STATE OFFICER CANDIDATE APPLICATION PROCESS

## **Before Friday, January 27, 2023**

Candidates must register for the State Officer Candidate Screening by completing the Candidate Screening Registration Form with their chapter advisor. Completed forms are to be scanned and emailed to Ms. Day at Michigan DECA by Friday, January 27, 2023.

Michigan DECA will email each candidate's advisor a Recommendation Form designed for chapter advisors when we receive the candidate's screening registration.

## **Before Monday, January 30, 2023**

Candidates must complete the online Candidate Information form by the end of the day on January 30, 2023. This form collects basic information of the candidate and will be shared internally only by Michigan DECA and the election committee. Information needed for this form includes:

- Basic contact information for candidate and parents (phone numbers, addresses, etc.)
- Clothing sizes (please know your sizes before filling out the form)
  - Gentlemen: DECA blazer, dress shirt (neck size and sleeve length), dress pants, polo shirt, and t-shirt.
  - Ladies: DECA blazer, dress shirt, dress slacks/skirt, dress, polo shirt, ladies' t-shirt, and unisex t-shirt.
- Information about DECA conferences attended, DECA chapter activities, community activities, and your future plans.
- Rank your State Officer position preferences. *Note: Potential candidates will not select a specific office to run for. The Election Committee will slate up to sixteen candidates based on the candidate application and screening process. The State Executive Council will consist of eight officers.*

## **Before February 4, 2023**

Complete the Candidate Signature Packet and gather the required signatures and Recommendations. The original copy must be brought to the State Officer Candidate Screening in Lansing, Michigan on February 4, 2023. **No scans of the signature packet will be accepted**, these pages must be the originals signed by all parties.

Each candidate must submit two recommendations using the Recommendation Form found on the last page of the signature packet. Suggested resources for these recommendations include school officials, teachers, counselors, employers, community members and leaders, etc. Recommendations may not be provided by the DECA chapter advisor, parents, relatives, or classmates. Any recommendations received by the candidate in a sealed envelope may not be opened by the candidate.

## **Saturday, February 4, 2023**

All potential candidates must attend the State Officer Candidate Screening in Lansing, Michigan on **Saturday, February 4, 2023, from 9:00 a.m. to 1:00 p.m.** Candidates that do not attend **will not** be considered.



## STATE OFFICER CANDIDATE SCREENING

**All potential candidates must attend the State Officer Candidate Screening in Lansing, Michigan on Saturday, February 4, 2023, from 9:00 a.m. to 1:00 p.m.** Candidates that do not attend **will not** be considered. *The specific location in Lansing, Michigan will be announced in January.*

### What to bring with you:

- Candidate Signature Packet (*with original signatures - no copies or scans*)
- Recommendations (*in sealed envelopes*)

The above listed forms and recommendations must be brought to the State Officer Candidate Screening in Lansing, Michigan on Saturday, February 4, 2023. **No scans of the signature packet will be accepted**, these pages must be the originals signed by all parties. Any recommendations received by the candidate in a sealed envelope may not be opened by the candidate.

### Each candidate will participate in the following on the day of screening:

1. Candidate Interview
2. Deliver a two-minute presentation on “*DECA and What it Means to Me.*” The audience is the screening committee, and the purpose of the speech is to convince the committee of your belief in DECA and its goals and your dedication to the organization. The speech should be viewed as a sales presentation on your behalf.
3. Participate in an evaluated interpersonal skills activity.
4. Take a written examination.
5. Photos will be taken for use on the website and in *Spotlight on DECA*.

### State Officer Screening Policies

- Candidates must submit the required materials by the posted deadlines.
- Chapters may not have more than one candidate for state office.
- A DECA blazer and/or other suitable professional dress is appropriate.
- The Election committee will evaluate each candidate during the screening process on the criteria provided and may slot a maximum of sixteen candidates to run for state office.
- Potential candidates will not select a specific office to run for. The Election Committee will slate up to sixteen candidates based on the candidate’s combined applications and screening process. The State Executive Council will consist of no more than eight officers.



## CAMPAIGN RULES AND GUIDELINES

1. All candidates will participate in the State Officer Candidate Screening on **Saturday, February 4, 2023.**
2. The election committee will approve candidates to run for office, who will be notified.
3. Prepare your campaign. After being approved by the Election Committee, you will receive guidance and regulations for your campaign.
4. Review responsibilities and commitments of office.
5. Review the election process.
6. **Candidates cannot post anything about their campaign or that they are running for office until they are given approval and posting regulations after they have been approved to run for office.** Candidates may post on social media according to the guidelines provided.
7. Fill out the Campaign Summary Form and EMAIL it no later than February 24th to the address provided.
8. **Prepare your State Officer Candidate Flyer, which will be distributed to voting delegates at the State Conference:**
  - EMAIL the completed one-page flyer no later than February 24th to the address provided. Failure to do so will mean that your flyer will not be included.
  - Flyers may not exceed one 8 1/2" x 11" page.
  - Keep in mind when designing your flyer that it will be printed in black and white.
  - Faxes of flyers are not accepted.
9. **Because the focus of the campaign should be on the candidate's skills, no materials may be sent to chapters or voting delegates prior to the State Conference.**
10. Candidates must attend the Candidate Briefing on Thursday at the State Conference with all required materials. Candidates who are missing any of the required materials will not be allowed to open their campaign booth.
11. Candidates will give a one-minute greeting during the Opening Session at the State Career Development Conference. Candidates must use a normal speaking voice. If a Candidate yells into the microphone, their microphone will be turned off, their time will be cut short, and will be escorted from the stage.
12. **No campaigning can take place after the Opening Session at the State Career Development Conference.**



## CAMPAIGN VIOLATIONS

1. Possible violations must be reported to the Michigan DECA Director as soon as they occur.
2. If the violation is correctable (i.e., campaign material in an improper location), the candidate will be warned once and required to correct it.
3. Any additional correctable violations will result in being banned from any form of campaigning. However, the candidate will remain on the ballot.
4. If the violation is not correctable (i.e., using electronic equipment during a speech or demonstration), the candidate will be banned from any form of campaigning. However, the candidate will remain on the ballot.

## AT THE STATE CONFERENCE

1. **Attend the Candidate Briefing meeting on Thursday, March 9, 2023**, at Huntington Place. *If your competitive event orientation interferes with the Candidate Briefing, you will be excused from the competitive event orientation. You will need to report to the event's check-in desk on Friday at the first time listed in the program for your event, in order to pickup your competition schedule.*

### **You will need to bring with you the following items to the Candidate Briefing.**

Candidates who are missing any of the required materials will not be allowed to open their campaign booth.

- A copy of your completed and current Campaign Summary Form
  - A bag containing one of each promotional item that you plan on distributing at your booth.
2. Candidates will give a one-minute greeting during the Opening Session at the State Career Development Conference. Candidates must use a normal speaking voice. If a Candidate yells into the microphone, their microphone will be turned off, their time will be cut short, and will be escorted from the stage.
  3. **No campaigning can take place after the Opening Session at the State Career Development Conference.**
  4. The election will take place following the Opening Session.
  5. Election results will be announced during the Award Session on Saturday morning.



## INTERNATIONAL EXECUTIVE OFFICER CANDIDATES

Potential candidates must complete the following items:

1. Only individuals that have fulfilled their requirements as a Michigan DECA State Officer can run for International Executive Office.
2. All candidates for international office must complete the Michigan DECA Candidate Information Form by January 27, 2023. The Candidate Signature Packet must also be completed and submitted to Michigan DECA at the Candidate Screening on February 4, 2023.
3. The election committee will interview candidates for international office.
4. Candidates will take the State Officer Exam, give a two-minute election speech, and answer questions from the election committee.
5. Candidates must have raised at least \$1000 by February 1st. Family and chapter support does not count as part of this \$1000.
6. Candidates will have to submit their campaign plans, theme, and budget by January 27, 2023.
7. The election committee must approve candidates to run at the International Career Development Conference.
8. Candidates will give a two-minute speech at the State Conference.
9. Michigan DECA reserves the right not to endorse candidates when they are not able to fulfill these items or if the election committee feels that the officer will not be able to fulfill the responsibilities of being an International Executive Officer.
10. The candidate's Chapter Advisor must be an active participant of the Candidate's campaign.



## STATE OFFICER TRAVEL INFORMATION

### **Required Meetings and Conferences**

Michigan DECA State Officers are expected to attend a number of meetings and conferences throughout their term:

- International Career Development Conference - **April 21-26, 2023, Orlando, Florida**
- CTSO State Officer Workshop - **May 6-8, 2023, Location to be announced**
- Emerging Leaders' Summit - **July 6-11, 2023, Tysons Corner, Virginia (Washington, D.C. Area)**
- State Officer Meeting - **2 days in August 2023, Detroit, Michigan**
- State Leadership Conference - **November 1-3, 2023, East Lansing, Michigan**
- District Conferences - **Officers must attend their own district conference and at least three others (more are encouraged). A hotel stay the night prior to each conference is required.**
- State Officer Screening - **February 1-3, 2024, Lansing, Michigan**
- State Career Development Conference - **March 13-16, 2024, Detroit, Michigan**

### **Optional Meetings and Conferences**

- The Ultimate DECA Power Trip - **November 16-19, 2023, Austin, Texas**
- International Career Development Conference (*optional*) - **April 27-30, 2024, Anaheim, California**

**Michigan DECA does reimburse most in-state conference and meeting expenses for travel, lodging, meals, and supplies necessary for carrying out an officer's duties. However, each officer should expect some personal expenses such as:**

- Coordinated clothing to match with the DECA blazer (\$150 - \$200)
- Airline luggage fees (\$25+ each way per bag, depending on airline) is the responsibility of the officer for all airline travel.
- 2023 International Career Development Conference -
  - Newly elected officers will receive a \$100 travel scholarship to assist with the cost of attending the conference. The remaining amount, including registration, transportation, meals, etc., will be the responsibility of the officer and/or chapter.
  - Newly elected officers will travel with their chapters. If the officer's chapter is not attending the ICDC, the advisor will make arrangements with another chapter for the officer to travel with them. Once at the conference, the officer will be the responsibility of Michigan DECA.
  - Newly elected officers will room together in order to get to know your officer team.
  - Newly elected officers will not have much time to spend with their chapter, due to their leadership training and officer duties at the conference.
- State Officer Emerging Leader Summit - Each officer (or chapter) will be required to pay \$450.00 of the estimated \$1200.00 cost, and most of their meals. A \$250 deposit will be due by June 1st, and the balance due by July 1st in order to attend.
- 2024 International Conference (*This is optional*) - Michigan DECA will assist with registration, lodging, and some transportation expenses. The remaining amount is estimated at \$400-600, which is due by March 1st. More information will be provided at the February officer meeting. All meals will be the responsibility of the officer.
- Miscellaneous: A few other personal items.



## YOUR CHAPTER ADVISOR'S RESPONSIBILITIES

**The success of our state officer team depends largely on the support of each state officer's chapter advisor. Responsibilities of these advisors are:**

- Ensure their state officer receives communications from the state office.
- Ensure their state officer responds in a timely manner to all requested materials or information.
- Ensure their state officer attends all meetings and activities.
- Assist their state officer to arrange for excused absences when they are attending DECA Conferences and meetings.
- Help arrange excused days off from school/work, and travel assistance for him/her to participate in required activities.
- Assist with transportation for your state officer to and from events as needed.
- Ensure their state officer is meeting all deadlines for articles and payments.
- Edit all assignments before they are submitted to the state office (speeches, articles, etc.) At least three (3) articles for **Spotlight on DECA** are assigned to them throughout their term of office. Articles are to be proofread by the Chapter Advisor and an English teacher.
- Assist in planning and preparing state officer speeches, scripts, skits, sessions, and other documents.
- Encourage and support the state officer team in fulfilling their mission and goals to serve Michigan DECA.
- Ensure their state officer abides by all policies and procedures as outlined in the State Officer Candidate Guidebook, State Officer Handbook, State Officer Code of Conduct, Contract and any other such items that may be communicated to them in writing or verbally by the State Director and/or State Officer Coordinator.



## STATE OFFICER INTERNET POLICY

### **Using Facebook, Twitter, Instagram, YouTube, other social media, or websites**

Please keep in mind that as an Officer for Michigan DECA, you are a public figure. As an Officer you represent your school, your state association and even International DECA. As you post content to personal Web pages, blogs, Facebook, Twitter, Instagram, YouTube, or other sites, keep in mind that people you do not know (including potential employers) might “look you up” in cyberspace or Google your name. Be sure your personal materials including comments, photographs, video, or sound files would not embarrass you if they were to be viewed by Michigan DECA staff, business partners, instructors, or others.

### **E-mail Address**

You will be assigned a Michigan DECA email address for correspondence. If you choose to forward this email address to a personal email address, this personal email address must project a professional image. Be sure to check e-mail every few days during your term of office as travel opportunities are often offered via e-mail.

### **CODE OF CONDUCT STATEMENT**

As an Officer of Michigan DECA, I will represent my organization, state, and school with respect. This means that, for my term of office, any content I post on such things as, Facebook, Twitter, Instagram, YouTube or other sites and my email address may be reviewed by an authorized adults such as my advisor, parent, or guardian. I agree to add the Michigan DECA State Director and State Officer Coordinator as a “friend” on Facebook, Twitter, and other social networking sites for the duration of my term of office. I also understand that these web sites will be monitored, and I may be requested to remove material.

If I fail to do so and post inappropriate or unapproved material, I will be on probation as an officer and subject to the consequences of my advisor, school and/or State Director.

**Your pledge to this Internet Policy is included in the  
Candidate Signature Packet,  
and requires the appropriate signatures.**



## STATE OFFICER SAFE DRIVING PLEDGE

*Each day in the United States, approximately nine people are killed and more than 1,000 injured in crashes that are reported to involve a distracted driver. Distracted driving is driving while doing another activity that takes your attention away from driving. Source: June 9, 2017 [https://www.cdc.gov/motorvehiclesafety/distracted\\_driving/index.html](https://www.cdc.gov/motorvehiclesafety/distracted_driving/index.html)*

Multi-tasking is something a lot of us are convinced we do well. You might be surprised to learn that is not true at all, for teens and adults. We often think we are great multi-taskers: we can carry on a text conversation while doing homework, binge watch a show online and wash the dishes, right? Well... not really.

When we multi-task, our brain is really switching back and forth between doing various tasks. Depending on the task and the person, switching can be very quick and appear seamless. But really, every time the brain switches tasks, it slows its reaction time. That is not a big deal when texting a friend and watching TV, but it can be deadly behind the wheel.

Hands-free will not cut it either. A driver on the phone can miss up to 50 percent of the driving environment. And that distraction can linger. Studies show up that distractions continue up to 27 seconds after the calls ends.

Today's technology brings a new distraction for drivers - the infotainment system. Technology has become a big part of the driving experience. Some features, including new safety systems, improve the driving experience. Others, like voice-controlled systems that promise to do everything from calls, texts, emails and even posting to social media platforms, present new distractions. Remember that these features are included in the car for convenience, not safety. All drivers should avoid the dash to the dashboard. Only use the infotainment system when the car is in park!

**I pledge to remove distractions while I am driving to and from all DECA activities. The distractions while driving include, but are not limited to:**

- *Texting - looking at texts and also sending texts*
- *Talking on the phone*
- *Using car infotainment systems while driving*
- *Programming a GPS*
- *Grooming - brushing hair, applying makeup, etc.*
- *Reading*
- *Looking for things in the glove box, dropped items, or reaching for a purse or backpack*
- *Eating*
- *Fumbling while performing what seems like a simple task*
- *Being distracted by other passengers*
- *Reacting to interesting road signs, events, or accidents on the side of the road, beautiful scenery, etc.*

***I further pledge that if I am running late for a meeting or activity, I will pull into a safe parking spot and text the person that is expecting me at the meeting. It is better to be a few additional minutes late, than to be distracted while driving.***

**Your Safe Driving Pledge is included in the  
Candidate Signature Packet,  
and requires the appropriate signatures.**



## STATE OFFICER RESPONSIBILITIES AND DUTIES

A Michigan DECA State officer works as a member of a team in establishing common goals and objectives and acts as a liaison between Michigan DECA and the student membership. Officers also act as the voice of DECA to those not familiar with the organization.

An officer is a dedicated and enthusiastic individual with the motivation and integrity to represent what he/she believes. As a flexible member of the team, he/she accepts the responsibility of being a leader as well as a follower. With the personal qualities of a public relations person, the officer should convey professionalism through commitment, attitude, skill, knowledge, and style in order to ensure a successful year.

All officers are expected to contribute articles to the state newsletter, *Spotlight on DECA*, and also Michigan DECA's web site. Three articles are due each year.

Michigan DECA will cover reasonable travel and meal expenses associated with the required, in-state activities.

State Officers (during their term of office), are only allowed to compete in **individual** events that compete Friday morning at the State Conference. This is due to your schedule as a State Officer with duties on Thursday and Friday afternoon. *Note: this does not apply to State Officer Candidates at the State Conference.*

## THE EIGHT STATE OFFICER POSITIONS AND DUTIES OF EACH:

The top eight candidates that receive the most votes will be elected as Michigan DECA State Officers. Actual positions will be determined based on the number of votes received, each candidate's desired office ranking on their combined application forms, and recommendations from their Chapter Advisor, the election committee, and outgoing State Officers.

**President:** The President shall preside over all business meetings of the State Association and of the State Executive Council and share in program planning. The President shall be responsible for the Program of Work and making sure all goals are met. The President shall foster unity and synergy within the team.

**State Secretary:** The Secretary shall keep accurate minutes of each State Executive Council meeting and shall also serve in this capacity on the State Election Committee. The Secretary shall work with the President in accomplishing the Program of Work, making sure the President is aware of goal accomplishment.

**Vice President of Business Partnerships:** This officer will work to promote business partnerships, sponsorships, and growth within the State of Michigan.

**Vice President of Community Service:** This officer shall coordinate the state civic consciousness project and promote it to the chapters. This officer will also work with the recognition component and follow-up after its completion.

**Vice President of Chapter Development:** This officer shall promote DECA membership throughout the state and encourage chapters to participate in the national membership campaign. This officer will also create enthusiasm for special projects among chapters, such as the Idea Challenge, Stock Market Game, Virtual Business Challenge, and School Based Enterprise Certification.

**Vice President of Public Relations:** This officer shall coordinate all public relations activities, including the state newsletter and social media content. They shall also compile the annual history of the association and submit a scrapbook of the year at the end of their term of office.

**Vice President of Career Development:** This officer shall promote participation in DECA's Competitive Events and be knowledgeable of the events. This officer will also connect events with marketing careers and highlight several marketing-related careers on the web and in the state newsletter throughout the year.

**Vice President of Leadership Development:** This officer shall promote leadership activities, such as the State Leadership Conference, Central Leadership Conference, and the ICDC Leadership Academies. This officer will also encourage others to run for a State Office. He or she will research leadership tips to be put on the web site monthly and provide guidance to chapter officers.



## YOUR RESPONSIBILITY TO...

### (1) The Organization

Your foremost responsibility as an officer is to represent the DECA members throughout the organization.

The entire organization will be judged by other people's impressions of you. Consequently, you must always be mindful of the image you project in appearance, speaking and manners.

You are charged with the responsibility of projecting yourself as a professional student leader.

You are charged with the responsibility of developing enthusiasm for Michigan DECA.

The growth of Michigan DECA during your term of office will depend on the performance of your duties and impression you leave with people who are interested in our activities.

As a state officer, you should select a few priority items as ones which will command your major attention and expertise and concentrate on their further development.

### (2) DECA Members

As a state officer you have the challenge to provide guidance, leadership, and inspiration to all DECA Members. The example which you set will affect each member's enthusiasm, involvement, and emotion toward DECA.

You must at all times exhibit the qualities of leadership that will contribute to the growth of DECA.

You will inspire leadership in direct proportion to the degree that you, as an individual, give leadership.

You will instill in those you meet the desire for self-improvement and the attainment of higher goals.

### (3) Self and Family

Remember you have a responsibility to yourself and your family. Keep your parents informed of what you do as a state officer. Their support and guidance are very important to your success as an officer.

In selecting your personal priorities, keep in mind that DECA **does not** take precedence over your education. But it does take priority over other extracurricular activities and your employment.

Vince Lombardi said, “Winning isn’t everything, but wanting to win is.” You owe yourself the obligation to “want to succeed,” to achieve as much as you can, and to do the best you can.

### (4) Other State Officers

The other state officers will function as an important support group for you. Often, only they can relate to the problems and situations you are experiencing.

Avoid forming cliques with a few of the other state officers. There may be several officers you want to spend more time with, but the success of the team depends on everyone “getting along” and working together.

If there is a problem with another officer, talk it out immediately. When rooming together, respect everyone’s space and possessions. Small problems that are not immediately resolved or taken care of can grow into larger problems. Speak with the State Director if issues cannot be resolved.

Respect all opinions. You are all leaders and often you will need to compromise for the good of the organization. After a decision is made, it is your responsibility to support that decision. Present a uniform front of togetherness.

It is your duty to correspond with other members of your team, as to the progress you are making and as to the activities undertaken.

### (5) 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 your activities.

Your chapter advisor’s encouragement and support are very important. Do not expect special privileges from your advisor because you are a state officer.

Make sure all your schoolwork is completed on time. If a time extension is needed, talk to your advisor.

## (6) Your Local Chapter

Because of the many Michigan DECA activities, you will be actively involved in, you will have less time than you would like to spend on local activities.

During your term of office, you are not to hold any office on the local level. Encourage others to learn by being a chapter officer.

Do not dominate chapter meetings or discussions. Have the president add you to the agenda, if you have a report to give on state or district activities.

During state activities you are a member of the state team and not a member of your local chapter. This will mean missing chapter meetings and activities.

## (7) Michigan DECA

The Michigan DECA State Director and State Officer Coordinator will be working to make your term as an officer a successful and rewarding experience for you and will assist your efforts whenever possible.

The Michigan DECA State Director must know your capabilities as an individual to represent DECA on any assignment. Keep him informed at all times.

Send in all reports and requested information on time.

Copies of all DECA correspondence must be copied and sent to the State Director for approval prior to sending anything out on behalf of Michigan DECA. All correspondence is filed for future reference and for next year's officers.

Be on time to all meetings and activities. Give notice as soon as possible if you cannot attend a meeting. Call if you will be late or your plans change.

The State Director and State Officer Coordinator are here to assist you. Take advantage of the help.

## (8) Your Employer

Request time off for DECA activities as soon as possible.

Keep employers informed of your DECA activities. They will be supportive if they understand what you are doing.



# STATE OFFICER CANDIDATE STUDY GUIDE

## WHY DO YOU WANT TO BE AN OFFICER?

When considering the decision to run for a state office, a person must ask themselves many questions to determine if they have the skills, initiative, and time to serve as a state officer. Examples are:

1. Am I prepared to take on the hard-work and dedication that is important to being a successful state officer?
2. Am I ready for the make-up work I will receive because of being away from school? Am I also ready for time away from my home, family, friends, and job?
3. Am I an effective public speaker with the ability to get people involved and enthusiastic in what I have to say?
4. Can I talk about DECA openly and promote DECA to the best of my ability?
5. Will I take the time to communicate with all the chapters by means of chapter visitations, telephone calls, and articles?
6. Can other people depend on me to get the required tasks done that a state officer is responsible for?
7. Can I be an active participating member of the State Executive Council?
8. Will I be able to make DECA a priority over other activities?

## TERMS YOU SHOULD KNOW

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100% Membership	DECA's Mission Statement	MME
Advisors	DECA Month	N.A.B.
BPA	DECA's regions	Parliamentary Procedure
Business Operations written events	DECA Week	Principles events
Central Region Chartered Associations	Entrepreneurship written events	Professional selling and consulting events
C.A.B.	FCCLA	Project Management events
Chapter Award Program	FFA	SCDC
Chapters	Gimmie 5!	School Based Enterprise
Conferences	Global Entrepreneurship Week	Series events
CTSO	HOSA	SkillsUSA
Current Michigan DECA State Officers	ICDC	Spotlight on DECA
Current International Executive Officers	Integrated Marketing Campaign events	Stock Market Game
DECA's attributes and values	MDA	Team Decision Making events
DECA Board of Directors	Merit Award Program	Virtual Business Challenge events
DECA's colors	Michigan DECA Districts	Written events
DECA Direct	Michigan DECA Guide	
DECA's headquarters	Michigan DECA Office	
DECA Guide	Michigan DECA's State Director	
DECA's Guiding Principles		
DECA Inc.		

## INFORMATION STATE OFFICERS NEED TO KNOW

On the next few pages, you will find questions that will assist you the day of screening and on the test.

### Possible Questions for Written Essay and Personal Interviews

1. What does ME stand for, and its main purpose?
2. What are the three parts of the marketing education program?
3. What ME class are you in now and what are your plans for next year?
4. What qualities are developed through participation in DECA? How?
5. How does the statement, “*DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management*” relate to you in your leadership development?
6. Can ME help eliminate the dropout rate? How?
7. What traits does a State Officer have?
8. Who is the DECA International Executive President of the High School Division?
9. Who is the Central Region Vice President?
10. What are the Central Region chartered associations?
11. How many districts does Michigan DECA have?
12. What does MME stand for?
13. Who is the Michigan DECA State Director?
14. Who are your current Michigan DECA State Officers?
15. What are geographical units of DECA called?
16. What is the difference between roleplay events and written events?
17. What items are not allowed during competition?
18. What is the official terminology when referring to district, state and national meetings?
19. What is the term given to the adult that guides a local chapter?
20. What are local organizations of DECA called?
21. The official term used to describe raising money on the local chapter level is \_\_\_\_\_.
22. Are you allowed to compete while you are a State Officer?
23. When is International DECA Week?
24. Where is the International Career Development Conference this year?
25. Who is the Executive Director of DECA Inc.?
26. What is the official DECA Mission Statement?
27. Where is DECA Inc. located?
28. Where is the Michigan DECA office located?

29. What are DECA's official colors?
30. How would you explain and promote DECA to a group of businesspeople?
31. How much time are you willing to devote to DECA next year?
32. What priority will you give to DECA compared to other extracurricular activities and sports you may be participating in?
33. What qualities are developed by youth who participate in DECA? How do you develop these qualities?
34. How would you say DECA can help you in planning your future?
35. What would you do about a State Officer who refused to accept their responsibilities? What would you say to them?
36. What are the most important qualities needed by a State Officer? Pick three and explain their importance.
37. What can you as an individual State Officer do for your state association?
38. Why do you want to be a State Officer? Have several reasons ready.
39. What are the main responsibilities of a Michigan DECA State Officer?
40. Why are you taking marketing education?
41. What priority will you give to DECA if you are elected to a state office?
42. How does DECA's logo, mission statement and guiding principles relate to your career development?

## RESOURCES TO STUDY

**Michigan DECA Guide** at <https://mideca.org/forms-files/>

**DECA Direct** at <http://www.decadirect.org/>

**Robert's Rules of Order** at <http://www.rulesonline.com>

Michigan DECA website at <http://mideca.org>

DECA Inc. website at <http://deca.org>