TEAM 67 EXECUTIVE OFFICER CANDIDATE APPLICATION GUIDE

EXECUTIVE PRESIDENT EXECUTIVE VICE PRESIDENT



TEAM 67 Candidate Packet & Contract

It takes a special individual to serve as an officer. Officer candidates must be organized, motivated, professional, 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.

You will find this position rewarding, but that reward is earned through passion and commitment to leaving Florida DECA better than you found it while working as a team. You will develop and define your tasks and assignments through Florida DECA's State Action Plan. You will be celebrated for your successes and held accountable for your lack of action.

Before you begin your quest to be a member of Team 67, it is important to stop and think of this role and the challenges that await you. In addition, have a discussion with all stakeholders in your life regarding this next step. This includes your advisor, chapter, friends, parents, and other organizations you are involved with, as your relationships may change.

Above all, we are looking for student leaders eager to give back. Students that see this as an opportunity to support their fellow members, not as something to just add to your resume.

This packet is designed to provide you with resources and tools to guide you through the application process and includes information related to:

- Chartered Association Officer Application
- Chartered Association Officer Data Sheet
- Chartered Association Officer Team Uniform
- Chartered Association Officer Qualifications, Responsibilities and Obligations
- Chartered Association Officer Month-To-Month Checklist
- Chartered Association Officer Essay Topic

If the team works together anything is truly possible with communication, commitment, and passion. If you are up for this challenge, please complete this entire packet. Thank you for wanting to make a difference with Florida DECA.

This packet must be typed. It is Adobe fill-in PDF format. If needed, download Adobe Reader.



CHARTERED ASSOCIATION OFFICER APPLICATION

Candidate Information		
FULL LEGAL NAME:		
HOME ADDRESS:		
CITY/STATE/ZIP:		
SCHOOL:		
SCHOOL ADDRESS:		
CITY/STATE/ZIP:		
GRADE: OFRESHMAN OSOPHOMORE JUNIOR	CUMULATIVE GPA	
DECA ADVISOR:	4 POINT SYSTEM GPA	

Current and Past activities, honors, and officer positions

*Attach additional pages if needed

ORGANIZATION NAME:
POSITIONS HELD:
YEARS OF SERVICE:
ORGANIZATION NAME:
POSITIONS HELD:
YEARS OF SERVICE:

ORGANIZATION NAME:

POSITIONS HELD:

YEARS OF SERVICE:



CHARTERED ASSOCIATION OFFICER DATA SHEET

Candidate Information

FULL LEGAL NAME:

OFFICE:

School Information

CHAPTER NAME:

ADDRESS:

CITY/STATE/ZIP:

CHAPTER ADVISOR:

SCHOOL PHONE:

CELL PHONE:

EMAIL ADDRESS:

Your Information

ADDRESS:

CITY/STATE/ZIP:

ADDRESS:

EMAIL ADDRESS:

CITY/STATE/ZIP:

ADDRESS:

CITY/STATE/ZIP:

ADDRESS:

CITY/STATE/ZIP:

EMAIL ADDRESS

CELL PHONE:

BIRTHDAY:

Parent Information

NAME:
ADDRESS:
CITY/STATE/ZIP:
CELL PHONE:
EMAIL ADDRESS:



CHARTERED ASSOCIATION OFFICER

Team UniformYour clothing will be mailed to you before ICDC

If you are elected as a member of Team 67 you will be required to have an official uniform. Mrs. DeLeonardo will handle selection and approval of the formal and business wear uniforms. Your uniform will be ordered using the information you provide below. It is suggested you go to a store like Macy's and get yourself measured if you are not sure of sizing.

Female pants will be in "regular" size only. They do not come in "petite" sizes. Some clothing may require alterations (hem, etc.) at your cost. If you record the incorrect size, it will be your responsibility to make exchanges and/or alterations.

You will be billed by Florida DECA for your uniform, not to exceed \$450. Have a conversation with your chapter advisor. Some chapters pay this expense while others make it the officer's responsibility. We will make every effort to keep costs to a minimum. You are responsible to secure your own DECA blazer from your chapter or by ordering one from www.shopdeca.org.

Please complete the sizing information as part of this packet. You must bring all uniforms and pins to all events and conferences. You will be responsible for your socks, under garments, belts, and DECA blazer with current official patch.

Name:						Gende	r:											
Cell Phone:					I	Home	Phone:											
Measuremen	ts: Pleas	se me	asure	everyth	ing in	inche	s and us	ie a	m	ea	isu	ırir	ıg	ta	pe			
Sleeve:	Bust/Che	st:	\	Waist:		Hips:	I	nsea	am	:_				He	igh	t: _		
Female C	Officer	5																
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PANT SIZE	XS	S	<u>M</u>		2XL	REGULA	AR SIZE	0 2	2 4	6	8	10	12	14	16	18	20	22
SKIRT SIZE	XS	S	<u>M</u>		2XL	NUMBE	R SIZE	0 2	2 4	6	8	10	12	14	16	18	20	22
DRESS SIZE	XS	S	<u>M</u>		2XL	NUMBE	R SIZE	0 2	2 4	6	8	10	12	14	16	18	20	22
SHOE SIZE																		
Male Offic	ers																	
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Dress Shoe Si	ize		Nec	:k			Sleev	e L	en	gt	h							
			Wai	st			Insea	m L	.er	ŋ	th							



FLORIDA DECA ASSOCIATION OFFICERS

The role of a Florida DECA Officer is a challenging yet rewarding leadership and management experience. Your primary goal as an officer is to aid in the motivation of members throughout our chartered association to be academically prepared, community oriented, professionally responsible, and experienced leaders. You are an ambassador of our organization. You grow as a leader from your chapter to the whole delegation. It is always your Florida delegation before your own chapter.



Executive President Leader

The President is the highest-ranking member of the team who is responsible for guiding the direction of our internal and external goals. The President will also serve as a mentor to the Executive Vice President.

Executive Vice President Manager

The Executive Vice President is the second in command who will aid the President with guiding the direction of our internal and external goals. In addition, the Executive Vice President will mentor the Vice Presidents and aid them in the completion of their tasks.



Vice Presidents Lifeline

The Vice Presidents are the officers who put our internal and external goals into action. Their efforts will be directed to the chapter officers, members, and advisors.



CHARTERED ASSOCIATION OFFICER SOCIAL MEDIA POLICY

PROTECT YOUR OWN PRIVACY

Privacy settings on social media platforms should be set to what you are comfortable with. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.

BE HONEST

Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also, be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.

RESPECT YOUR AUDIENCE, FLORIDA DECA, AND YOUR FELLOW MEMBERS

The public in general, and Florida DECA's staff and members, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the Florida DECA website. Don't be afraid to be yourself but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Florida DECA.

CONTROVERSIAL ISSUES

If you see misrepresentations made about Florida DECA in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

BE THE FIRST TO RESPOND TO YOUR OWN MISTAKES

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.

THINK ABOUT CONSEQUENCES

Remember that you are in a fishbowl – everyone is looking and watching what you do. Posting pictures is appropriate when it represents what Florida DECA stands for. You are the face of Florida DECA. Participating in illegal activities such as smoking, drinking, or behavior that is not representative of our professional organization may result in dismissal from office.



CHARTERED ASSOCIATION OFFICER SOCIAL MEDIA POLICY CONTINUED

SOCIAL MEDIA TIPS

The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics, you are not knowledgeable about.

Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your graphics looks decent, and take their advice on how to improve it.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it or ask someone else to look at it first.

A picture is worth a thousand words. Think about who, what, and where the picture is being taken ... what would your parents or your boss think about the picture?

BELOW ARE NON-NEGOTIABLE SOCIAL MEDIA POLICIES FOR FLORIDA DECA OFFICERS. VIOLATION OF THESE POLICIES MAY RESULT IN IMMEDIATE DISMISSAL FROM YOUR POSITION AS A CHARTERED ASSOCIATION OFFICER.

- 1. Executive Director and Officer Coordinator has full access to all Florida DECA social media pages, including passwords and usernames. State officers may not change passwords without written permission from the Executive Director and Officer Coordinator.
- 2. Executive Director and Officer Coordinator will determine what email and phone numbers should be used for these accounts
- 3. State Officers will confirm with the Executive Director and Officer Coordinator that the Executive Director has all of the correct passwords before leaving their office at the end of their term.
- 4. While acting in their official Florida DECA capacity, any posting, following, retweeting or other interaction with pages including politics, gambling, pornography, or any subject that is not connected with DECA and its mission may be met with immediate dismissal.
- 5. Any changes to the Florida DECA Social Media profiles including but not limited to, bios, header pictures, profile pictures, and links must be approved through the Executive Director and Officer Coordinator.
- 6. Policies related to the posting of content are subject to Executive Director and/or Officer Coordinator's decision. (i.e., calendar of approved posts).
- 7. Executive Director and Officer Coordinator have final say over any Florida DECA social media platforms and postings. Officers are not allowed to begin posting on a new platform without prior permission from the Executive Director and/or Officer Coordinator.
- 8. Officers' personal social media must reflect a positive image upon themselves and DECA.



CHARTERED ASSOCIATION OFFICER QUALIFICATIONS

A. Each chapter may only enter two (2) Candidates in the state election each year, one Executive Officer Candidate and one Vice Presidential Candidate.

B. Students applying to become an Association Officer may only apply for one officer position per academic year.

C. An officer candidate is required to attend the Florida DECA State Career Development Conference.

D. The officer candidate must be a paid member in good standing of an accredited high school chapter of Florida DECA.

E. The candidate must submit a completed Officer Candidate Application no later than the date set for submission: December 5th, 2023.

F. The candidate must score at least 70% on the state officer eligibility exam. The exam will cover information found throughout DECADirect.org, DECA.org and the www.fldeca.org website, including but not limited to the Florida DECA Bylaws, Robert's Rules of Order, and Florida DECA Facts.

G. The candidate must have a minimum cumulative grade point average of 2.5 based on a 4.0 system. An official transcript must be sent with the officer candidate application. • "A" = 4.0, "B" = 3.0, "C" = 2.0, "D" = 1.0, "F" = 0.0

H. All Executive Officer Candidates (Executive President and Executive Vice President only) must complete a formal interview with the Interview Committee which consists of the current Executive Association Officers, Officer Coordinators, Executive Director, and two Florida DECA Board Members. Interviews will be scheduled for Saturday, December 16, 2023, via zoom.

I. The candidate must maintain their Florida DECA membership in good standing throughout their term of office.



CHARTERED ASSOCIATION OFFICER RESPONSIBILITIES

Your officer team is responsible for the development of the Annual Business Plan. The strategic plan consists of goals to be accomplished during the term by chapters. It provides a road map for chapters to participate with the Florida DECA Chartered Association.

As a team and as an individual, it is your responsibility to educate chapter advisors, officers, and members about the Annual Business Plan and to encourage participation. In addition, you will be required to do the following:

- Encourage chapters to attend the Florida DECA Emerging Leaders' Summit
- Establish the statewide community service project, "Florida DECA Helping Hands".
- Complete monthly officer reports and submit them on time!
- Schedule and complete 4-chapter visits during your term (in-person or virtual)
- Communicate with chapters on a monthly basis via webchats and other social media modes
- Complete tasks as listed on your team's Action Plan
- Communicate with fellow team members and Officer Coordinators at least monthly
- Attend all required Officer Obligation Events, See page 10 for required and nonnegotiable participation dates (you must schedule SAT, ACT and personal travel around these dates)

Failure to meet the above tasks may result in a loss of position and/or loss of the Dollars for Diamonds Scholarships awarded to Florida DECA Officers.

When representing our organization, the officer must be dressed in their approved uniform. Additionally, officers should avoid expressing personal opinions regarding political or controversial issues when representing the chartered association. Remember, it is your task to separate your roles and responsibilities from your district and/or chapter and lead as a Florida DECA Chartered Association Officer.



CHARTERED ASSOCIATION OFFICER OBLIGATIONS

Your term begins with the closing of the 64th Florida DECA Career Development Conference (CDC) and concludes at the 65th Annual Florida DECA Career Development Conference. A Florida DECA officer is required to attend several meetings and/or conferences during their term. Missing any of them or portion thereof, may result in your removal from office.

MEETING/CONFERENCE	LOCATION	DATES	STATUS	FUNDING
64th Annual CDC	Orlando, FL	Feb 29-Mar 2, 2024	Required	NOT FL DECA
Leadership Training Series	TBD	June 11 - 15, 2024	Required	FL DECA
2024 ICDC	Orlando, FL	CHAPTER RULES	Required	NOT FL DECA
DECA Inc. ELS	Nashville, TN	July 12-14, 2024	Required	FL DECA
Florida DECA BOA Meeting	Orlando, FL	September 2024	Required	FL DECA
Florida DECA ELS	TBD	October 2024	Required	FL DECA
65th Annual CDC	Orlando, FL	March 5-9, 2025	Required	FL DECA

Travel funding for the events listed in the "Meeting/Conferences" section is mostly covered by Florida DECA, see table above.

While traveling for Florida DECA you are considered an independent consultant and are responsible to plan your own transportation. You should have a conversation with your parents and DECA Advisor on how to best handle your own travel arrangements. You will notice for most conferences you will be required to report a day or half-a-day earlier than the members. Please plan accordingly. Your FULL participation and attendance are required.

You will be asked to complete a "Florida DECA Officer Travel Emergency Information Form" for all of the meetings/conferences during your term. Each Officer Coordinator (2) and our Executive Director will keep this form on hand when at meetings/conferences. This form must be completed, signed, and notarized.



CHARTERED ASSOCIATION ESSAY TOPIC

DECA has four core values COMPETENCE • INNOVATION • INTEGRITY • TEAMWORK

Choose one that you would remove and select one that you would add in its place. Provide an explanation of your rationale for both decisions.

	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	POINTS AWARDED
All items were received on time and presented in a professional manner	0 -8	9 - 16	17 - 25	
Candidate exudes professionalism in application and social media footprint. This also includes any communication during the application period	0 - 8	9 - 16	17 - 25	
Evaluation of Application and Candidate's Interview and Virtual Call	0 - 8	9 - 16	17 - 25	
Evaluation of Essay Topic	0-8	9-16	17-25	

Essays must be typewritten and should be no more than 350 words.

APPLICATIONS POSTMARKED AFTER THE DEADLINE (11:59 PM ET ON DECEMBER 5TH, 2023) WILL NOT BE ACCEPTED FOR ANY REASON!



CHARTERED ASSOCIATION EXECUTIVE OFFICER CANDIDATE CAMPAIGN GUIDELINES

Individuals who have successfully completed the officer application and passed the officer candidate exam will be notified on or before November 18th that their application to serve as a Florida DECA Executive Officer has been accepted. Approved candidates may begin to campaign utilizing social media on Wednesday, February 28, 2024. Please refer to the social media policies. Officer candidates that display behavior on their social media profiles that violates the social media policies during this campaign window may be disqualified. It is the candidate's responsibility to know the rules.

All executive officer candidates will provide their own easel to set-up their campaign display board (not to exceed 36"x48") for display in the Campaign Network designated space during the designated times. All display board content must be contained within the display board with nothing extending beyond the edges of the display board. No handwritten content is allowed. Executive Officer Candidates will stand next to their campaign display board while interacting and networking with DECA members during the Executive Officer Candidate Campaign Networking Sessions. These sessions are open to all DECA members in attendance at the Florida DECA CDC.

Executive Officer Candidate Campaign Networking Session 1: Thursday, February 29 8:00-9:00 PM

Executive Officer Candidate Campaign Networking Session 2: Friday, March 1st 8:30 AM – 2:00 PM

No other campaigning is allowed during the Florida DECA Career Development Conference. No exceptions. Breaking this rule may be grounds for candidate disqualification.

Each executive officer candidate must submit two printed copies of their campaign expenditures, including in kind donations. Candidates may not spend more than \$100 total on their campaign. Campaign items may include business cards, brochures, flyers, or the like in addition to your campaign display board. Nothing of monetary value may be distributed including but not limited to food, pencils, stickers, hats, shirts, buttons, pins, etc.

Election Session

The election session will be held at 4:00 PM on the Friday of the Florida DECA CDC, International Ballroom. Executive officer candidates will give their speeches, answer questions from the DECA members, followed by one last 30 second campaign pitch. The candidates will leave the room. Ballots will be distributed to the voting delegates in attendance, votes will be cast, ballots will be collected, counted and verified. Candidates must receive a majority of the votes cast to win. The elected executive officers will be announced on stage on Saturday during the Grand Awards Session.



FINANCIAL RESPONSIBILITY AGREEMENT

I, ______ understand that Florida DECA Inc. will cover specified travel expenses associated with being an Association Officer. If elected, I understand that should I, at any point be removed from or vacate my position, I agree to pay for the items purchased on my behalf (uniform clothing items) within 45 days of removal from office. Maximum annual expense for apparel is \$450.00.

Additionally, should I be removed from or vacate my position, I will reimburse Florida DECA for any expenses incurred ahead of any conference(s) in which I confirmed my attendance for.

Signature of Applicant	Printed Name	Date
Signature of Parent/Guardian	Printed Name	Date

Should a student fail to pay any balance owed to Florida DECA, the balance will be invoiced to the officer's DECA chapter. The chapter will be placed on a financial block until that balance is paid.

Signature of Advisor

Signature of School Administrator

Printed Name

Printed Name

Date

Date



CHARTERED ASSOCIATION OFFICER APPLICANT EXPENSE REPORT

All candidates must complete the expense report for campaign expenditures. Submit this form along with all receipts to the Officer Coordinators at the Executive Officer Candidate Campaign Meeting at the State Career Development Conference on Thursday, February 29, 2023, at 7:00 pm. Items not listed on this expense report may not be used in the campaign.

Section One: Purchases

Must include all items purchased for the purpose of the officer campaign. This includes all literature and display board materials and printing services. If items were donated, the retail value must be listed and counted in the \$100 maximum.

ltem	Quantity	Unit Price	Total Value

Grand Total Value

THIS IS HOW FLORIDA OBECA MARS



EMERGING LEADERS AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

MONTH-BY-MONTH CHECKLIST

November 8, 2023

All Candidates must submit their "Intent to Run" form. <u>Click Here</u>



November 13 - 17, 2023

Candidate Takes the Officer Candidate Exam Credentials will be sent to your exam proctor

November 18, 2023

Pass/Fail outcomes will be reported to candidates and district advisors. Candidates must score a minimum of 70% to move forward in the next phase of the application process.



December 5, 2023

Executive Officer Candidates who have passed the officer exam, must submit a completed candidate packet and contract.

All items must be postmarked by December 5th and sent to: Mrs. Tammy DeLeonardo 500 N. Military Trail Jupiter, Florida 33458

December 16, 2023

Executive Officer Candidates complete a formal interview via zoom. *A confirmation email with the virtual link will be sent out a week prior from jhubbard@fldeca.org*



February 5, 2023

Vice Presidents and Executive Officer Candidates participate in Team 67 virtual meeting at 7:00 pm. A confirmation email with the virtual link will be sent out a week prior from jhubbard@fldeca.org



New Advisor Resource Center fldeca.org/newadvisors



Chapter Campaigns deca.org/campaigns



deca.org/brand

DECA Brand Guidelines

CONTINUED

15



Chapter Strategy

deca.org/elevate





THIS IS HOW FLORIDA DECA



EMERGING LEADERS AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMEN

MONTH-BY-MONTH CHECKLIST

February 29, 2024

7:00 pm meet outside the Grand Ballroom with campaign poster, literature samples, two (2) printed copies of your speech, and two printed copies of your campaign expenditures for submission to the Officer Coordinators

8:00 pm - 9:00 pm Campaign Networking Session in designated space only

March 1, 2024

8:30 am - 2:00 pm Campaign Networking Session in designated space only

4:00 pm Election Session

Give Campaign speech and participate in a question-and-answer session with voting delegates

March 2, 2024

Chartered Association Officers for Team 67 will meet from 8:00 am - 3:00 pm in the Crystal Room for the Leadership Training Series/ Stage Rehearsal.

This meeting will take place inside of the Conference Hotel, all members should bring with them their DECA Blazer, white dress shirt, grey slacks/skirt and black dress shoes. Male officers and candidates must also bring a navy blue tie.

TESTING PROCEDURES

An on-line test will be administered to officer candidates prior to their respective District CDC. The test will evaluate the candidate's knowledge of the Florida DECA Bylaws, Robert's Rules of Order, and Florida DECA Facts. Any information located on DECA.org, DECADirect.org, and FLDECA.org may also be tested. The test will be multiple-choice questions. Candidates will have up to 60 minutes to complete the test. The candidate must score at least 70% on the test to continue with his/her candidacy.

INTERVIEW PROCEDURES

The Interview Committee will consist of a minimum of three active members of Florida DECA. The Interview Committee will:

- Interview each candidate fairly and objectively to determine eligibility to seek office
- Evaluate a candidate for office using interview scores as criteria

Candidates' **interviews will be held on Saturday, December 16, 2023**. A candidate's specific **interview time and virtual link will be emailed on December 14th, 2023**. Interviews will last between 10 to 20 minutes depending on the number of candidates. Each candidate will have an equal amount of time for his/her interview.



CHARTERED ASSOCIATION OFFICER ACKNOWLEDGEMENT & APPROVAL

I understand that participation in the Florida DECA Association Officer Team is a privilege and responsibility to the members and association of Florida DECA. I acknowledge and accept the responsibilities of a Florida DECA Association Officer as designated in this application packet.

l,	(Florida DECA Association Officer), ACCEPT the
role of Florida DECA Association Officer. I have read	l, understood, and agreed to the terms and
responsibilities stated in this application document	t.

Officer's Name Printed

Officer's Signature

Date

We, the undersigned, have reviewed this packet and fully understand and agree to all of the requirements. We agree to support this officer in fulfilling the role of Florida DECA Chartered Association Officer.

DECA Chapter Advisor's Name Printed

DECA Chapter Advisor's Signature

Date

School Principal's Name Printed

School Principal's Signature

Date

Officer Parent's Name Printed

Officer Parent's Signature

Date