



**STATE OFFICER CANDIDATE  
INFORMATION PACKET**



Dear State Officer Candidate:

Congratulations! You are taking your first steps to becoming a state officer. In this packet, you will find information and tips on how to become a state officer and what a state officer does. We encourage you to read through this packet.

There is information for both the selected and elected offices. For the selected offices, we have included general information as well as tips for interviewing and proper attire. For the elected offices, we have included information for the screening process along with guidelines and tips for campaigning and presenting speeches. We encourage you to read the entire packet, not just the part for the office you are seeking. There is helpful information throughout this packet which can be beneficial to you in your interviews and campaign.

If you have any questions, please feel free to call the Marketing Education/Ohio DECA office at (614) 466-3891 or e-mail the current state officers from the Ohio DECA website ([www.ohiodeca.org](http://www.ohiodeca.org)). Good luck on your endeavor to become an officer.

Sincerely,

*The 2010 - 2011 Ohio DECA State Officer Team*

## *Duties and Responsibilities of an Ohio DECA State Officer*

### **All officers should:**

1. Write creatively.
2. Speak professionally.
3. Listen to and improve from helpful criticism.
4. Make DECA a priority throughout your term.
5. Always be enthusiastic about Marketing Education and DECA.
6. Participate in ALL Executive Council meetings.
7. Attend ALL state officer meetings (see enclosed calendar of dates).
8. Serve as a role model for Ohio DECA members.
9. Run the state conference.
10. Be proud to represent your state at the International DECA Career Development Conference.
11. Attend district conferences.
12. Interact with Ohio and National DECA members.
13. Get to know Board of Trustees members.
14. Make the most of your time as an officer.
15. Interact with all Ohio DECA members.
16. Be able to drive to Columbus.
17. Be knowledgeable about DECA.
18. Enjoy yourself and the people you meet!

### **President:**

1. Report at the Executive Council meetings.
2. Lead the officer team and all of Ohio DECA.
3. Serve as chair for Executive Council when chairperson is absent.

### **Secretary/Treasurer:**

1. Record the minutes for all Executive Council meetings and submit them in a timely manner.
2. Serve as president when president is absent.

### **State-Wide Executive Vice President of Community Outreach:**

1. Research community outreach activities.
2. Attend district meetings and conferences.
3. Give reports at Executive Council meetings.

### **State-Wide Executive Vice President of Marketing:**

1. Research marketing strategies.
2. Attend district meetings and conferences.
3. Give reports at Executive Council meetings.

### **State-Wide Executive Vice President of Leadership Development:**

1. Research leadership development activities.
2. Attend district meetings and conferences.
3. Give reports at Executive Council meetings.

### **Public Relations Representative (1):**

1. Organize and maintain the Ohio DECA website.
2. Evaluate and continue any previous state officer team projects

### **Parliamentarian:**

1. Advise the officer team and Executive Council on parliamentary procedure.
2. Participate in organizing and running constitutional amendment sessions.

## *Elected Officers Tips for the Screening Process*

1. STUDY all the resources identified in the State Officer Application.
2. Practice, practice, practice the prepared speech.
3. Be ready and able to answer impromptu questions.
4. Practice your interview skills (See below for *Tips for Interviewing*).
5. Wear appropriate business attire (See below for *Tips for Interview Attire*).
6. Know your goals and plans because you will be asked to talk about them.
7. Just relax and be yourself.
8. FIRST IMPRESSIONS ARE LASTING IMPRESSIONS!!!!!!!
9. Smile and have fun.
10. Shake hands and introduce yourself.
11. Don't sound overly memorized.

## *Tips for Campaigning and Speaking*

1. Be loud and enthusiastic but don't yell.
2. Talk to everyone but pay more attention to the voting delegates.
3. Tell the delegates what you can do for them.
4. Don't spend a lot of money. Officers have been elected who spent no money on their campaign.
5. Always maintain professionalism and come prepared.
6. Speak clearly, slowly and enunciate your words.
7. Have confidence in yourself, but don't be cocky.
8. Don't insult or offend other candidates or delegates.
9. Be able to back up your ideas and goals with facts.
10. Explain why delegates should vote for you.
11. Ask delegates if they have any questions for you.
12. Work with your advisor and feel free to contact the state officers for help.
13. Network constantly. It's not always what you know, but also who you know!!
14. Be yourself.
15. Be original when answering questions but tie it back to DECA.
16. If possible, practice in front of other classes in your school to get their opinions.
17. Focus more on your speech and preparation for questions than on campaigning.
18. Be sincere when talking to DECA members.
19. Be personable; allow DECA members to feel as though they can relate to you.
20. Develop creative campaign materials that set you apart from other candidates.
21. Talk about personal things to allow your personality to show.
22. Have a good time!

### *Tips for Interviewing for Elected Officers*

1. Be personable.
2. Be knowledgeable.
3. Don't chew gum.
4. Maintain good eye contact.
5. Sit up straight.
6. Be creative.
7. Shake the judge's hand.
8. Be yourself and be confident
9. Prepare, but don't over prepare.
10. Get and maintain the judge's attention.
11. Always have a question prepared to ask the judge.
12. Relax, relax, relax.
13. Smile, have fun with the interview.
14. Leave an impression.

### *Tips for Interview Attire for Elected Officers*

1. Wear a DECA Blazer if you have one.
2. Don't wear earrings (Males).
3. Style hair professionally.
4. Have professional facial hair (Males).
5. Wear minimal jewelry.
6. Wear minimal makeup (Females).
7. Watch your skirt length, not too short, not too long (Females).
8. Cover non-professional markings.
9. Wear professional footwear (no open-toe shoes or boots).

## OHIO DECA STATE OFFICER CANDIDATE CAMPAIGN GUIDELINES

If you are chosen as a state officer candidate, these guidelines must be followed. Guidelines are established to ensure fairness in the competition and to maintain the professional intent of the leadership conference.

1. Each candidate will be allowed four (4) minutes to present his or her platform or speech during the election session. Notecards or speech text may be used during the speech. No outside material - visual aids, other equipment or signs - may be used during this time. The candidate will be warned by a timekeeper at the end of each minute. Speech order will be determined in a random drawing by the state officers prior to the conference.
2. Candidates will be asked 2-4 questions by the state officers in front of the voting delegates and will be allowed a one (1) minute response for each question. Each candidate will have an opportunity to answer a question first, on a rotating basis. All candidates will remain in the election room for this activity.
3. The delegate caucus has been discontinued. In its place, each candidate will be asked three questions they have drawn from an approved collection of student questions. Candidates will be allowed one (1) minute to answer each question. The order of candidate appearance will be determined in a random drawing by the state officers prior to the conference. Candidates will not be in the election room while another candidate is answering questions.
4. Each candidate will have a 6' table (not decorated or skirted) with two chairs. The candidate may bring one standard size easel to be placed behind their table. The campaign space cannot extend beyond the width of the table provided. Campaigning will be from 9:15 a.m. to 9:45 a.m. (30 minutes). The candidate is responsible for clearance of their area after the conference.
5. Tables will be pre-assigned on a lottery basis and set-up may start at 8:30 a.m.
6. Candidate materials are restricted to the campaign area. ("Candidate materials" include brochures, handouts, signage and promotional clothing. Professional dress is expected for sessions.) No materials should be taped to the wall. No self-adhesive materials (stickers, tape, etc.) may be used on or as campaign materials. No food, candy or beverages may be used as campaign materials. No unapproved logos may be used. Written approval for use of any logo must be provided at the officer orientation meeting at conference. If there are any questions about campaign materials, call the state office in advance of the conference.
7. No sound-producing or sound-enhancing equipment, electrical, motorized, or battery-operated devices, or light-producing instruments are allowed in campaigning.
8. No helium containers are allowed in the Columbus Convention Center.
9. No items designed to be thrown (footballs, baseballs, frisbees, etc.) are allowed.
10. No sticks or poles will be allowed to support campaign signs. The signs must be carried in the students hands.
11. *Each candidate must attend the officer orientation at 9:00 a.m.* Each candidate should bring one sample of all campaign material and any logo permission forms. All materials will be reviewed by a panel of the Executive Council. This panel will oversee all aspects of the campaigning, including decisions related to campaign rules. Candidates must abide by panel decisions. Failure to do so will result in disqualification (with the permission of the Ohio DECA Advisor). Candidates and their advisor(s) are responsible for the actions of all students involved in campaigning. Inappropriate behavior can result in disqualification of a candidate (with the permission of the Ohio DECA Advisor).

Voting delegates will have the opportunity to ask questions of the candidates during the morning campaign.

## **GUIDELINES FOR ANY CAMPAIGNING ACTIVITIES OCCURRING PRIOR TO START OF FALL LEADERSHIP CONFERENCE**

1. **All** campaign guidelines are in effect from the day of screening until the conclusion of the Fall Leadership Conference.
2. Candidates are **NOT** permitted to contact other DECA members with the intent to campaign.
3. Candidates may **NOT** visit with any chapters outside of their school facility for campaigning purposes or for preparation for campaigning.
4. Candidates may **NOT** e-mail, Facebook, Twitter or use any other social network media or any other internet avenues to other chapters or their members.
5. Candidates may **NOT** campaign at organized DECA events prior to Fall Leadership Conference, including the pre-conference sponsored by OMEA.
6. **No** items (promotional clothing, signs, etc.) may be worn or posted before the start of campaigning at Fall Leadership Conference.
7. Any violation of these guidelines may result in the disqualification of the candidate at the discretion of the State Staff.
8. So, what should you do if someone asks you if you are running for office? Of course, you can respond, but you should not tell them anything about your platform, and you should not ask for their vote.

## *Order of Presentation for Elections*

1. Speech
2. State officer impromptu questions
3. Randomly-drawn questions

Prior to the start of conference, a random drawing is held to determine the order of speeches and impromptu and randomly-drawn questions. Each candidate will answer an impromptu question in each answering position -- first, second, third, fourth (if there are four candidates). For randomly-drawn questions, candidates will draw three questions from a collection of questions. No question will be answered more than once.

[Caucus has been discontinued. In its place, all candidates will now be asked to draw three questions from a group of approved student questions. Candidates will not be in the election room while other candidates are answering questions.]

## *Tips for Public Relations and Parliamentary Selected Officers*

1. Write one press release a day (PR).
2. Study all the resources listed in the State Officer Application.
3. Interview with as many different people as possible.
4. Practice your self-introduction daily.
5. Take as many practice tests as possible.
6. Study Robert's Rules of Order, Newly Revised every day and focus on major principles. (Parliamentarian)

## *Tips for Interviewing for Selected Officers*

1. Be personable.
2. Be knowledgeable.
3. Don't chew gum.
4. Maintain good eye contact.
5. Sit up straight.
6. Be creative.
7. Shake the judge's hand.
8. Be yourself and be confident
9. Prepare, but don't over prepare.
10. Get and maintain the judge's attention.
11. Always have a question prepared to ask the judge.
12. Relax, relax, relax.
13. Smile, have fun with the interview.
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## *Tips for Interview Attire for Selected Officers*

1. Wear a DECA Blazer if you have one.
2. Don't wear earrings (Males).
3. Style hair professionally.
4. Have professional facial hair (Males).
5. Wear minimal jewelry.
6. Wear minimal makeup (Females).
7. Watch your skirt length, not too short, not too long (Females).
8. Cover non-professional markings.
9. Wear professional footwear (no open-toe shoes or boots).

**OHIO DECA STATE OFFICER  
Dates for 2011 - 2012**

*Officers must participate in all listed activities.*

December 5 – 7, 2011	New State Officer Training <i>Columbus</i>
December 7, 2011	Executive Council <i>Columbus</i>
January 19 – 20, 2012	Officer Training <i>Columbus</i>
February 27 – 28, 2012	Officer Training <i>Columbus</i>
March 15 – 18, 2012	Ohio DECA Career Development Conference <i>Hyatt Regency Hotel Columbus</i>
April 28 – May 1, 2012	International DECA Career Development Conference <i>Salt Lake City, Utah</i>
June 5 – 6, 2012	Executive Council & Officer Training <i>Columbus</i>
July, 2012 (5 days)	DECA Summer Leadership Retreat <i>Camp Muskingum -- Carrollton, OH</i> <i>(All officers are not involved)</i>
October, 2012 (2 days)	Conference Preparation/Officer Screening <i>Columbus</i>
November, 2012 (2 days)	Ohio DECA Fall Leadership Conference <i>Columbus</i>