



MARYLAND  
**DECA**

**2019 – 2020**

**MARYLAND DECA STATE OFFICER CANDIDATE  
APPLICATION & INFORMATION PACKET**

Dear State Officer Candidate:

Congratulations! You are taking your first steps to becoming a **2019-2020 Maryland DECA State Officer**. In this packet, you will find information and tips on how to become a state officer and the roles and expectations of being a state officer.

We encourage you to read the entire packet. There is helpful information throughout this packet, which can be beneficial to you and your campaign. Remember to have fun throughout your preparation and don't overload yourself!

To be an official candidate, the current State Officer Team must nominate you. We will base our decision on your application. Please send your electronically scanned application, complete with signatures to the State Officer Team at [info@marylanddeca.org](mailto:info@marylanddeca.org) by **Wednesday, February 13, 2019**. In the subject line of the email, please include "**MD DECA State Officer Candidate Packet**." You will receive a reply by **Friday, February 15, 2019** stating your approval or denial of running for office.

If you have any questions, please feel free to contact us. Good luck on your endeavor to become an officer for Maryland DECA!

Sincerely,  
The 2018-2019 State Officer Team

## REQUIREMENTS

Please make sure you meet the following requirements:

1. You must be an officially registered 2018-2019 DECA member.
2. You must be approved to run by your chapter DECA Advisor.
3. You must have attended at least one (1) Maryland DECA conference.

## POSITIONS

You may run for only one (1) position. All positions are available.

NOTE: Chapters are limited to the number of candidate that may run for office. No more than three (3) candidates per chapter are allowed to campaign and be elected State Officer.

If you are interested in running for a Region Vice-President position, please note that you must be a member in that particular region. **The Regional Vice-President will be responsible for planning and executing the DECA Regional Conference at a designated location in their respective region. These officers will be FULLY assisted by the Maryland State Department of Education (MSDE), Maryland DECA Board of Directors, and the other State Officers.**

President  
Executive Vice-President  
Vice President of Chapter Development  
Vice President of Public Relations  
Region I Vice-President  
Region II Vice-President  
Region III Vice-President  
Region IV Vice-President  
Region V Vice-President

## REGIONS

Region I – Garrett, Allegany, Washington, Frederick, Montgomery  
Region II – Anne Arundel, Prince George’s, Charles, Calvert, St. Mary’s  
Region III – Carroll, Howard  
Region IV – Baltimore, Baltimore City, Harford  
Region V – Cecil, Kent, Queen Anne’s, Talbot, Caroline, Dorchester, Wicomico, Somerset, Worcester

## 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. Any violation of these guidelines may result in the disqualification of the candidate at the discretion of the State Officer Team.

### Before conference

1. Candidates are NOT permitted to contact other DECA members with the intent to campaign.
2. Candidates may NOT visit with any chapters outside of their school facility for campaigning purposes or for preparation for campaigning.
3. Candidates may NOT e-mail other chapters.
4. Candidates may NOT campaign at any events, especially organized DECA events, before the start of campaigning at CDC.
5. Candidates may NOT post on any Social Media their intent to campaign.
6. Candidates may NOT wear items (promotional clothing, signs, etc.) before the start of campaigning at CDC.

*When is the start of campaigning? Upon arrival to CDC conference venue.*

*So, what should you do if someone asks you if you are running for office? Of course, you can respond, but you cannot tell them anything about your platform, and you cannot ask for their vote.*

### During conference & election

1. Each candidate will be allowed three (3) minutes to present his or her platform or speech during the election session. Note cards or speech text may be used during the speech. No outside material - visual aids, other equipment or signs may be used during this time. Speech order will be determined by the position ranking (Region VPs first, finishing with President), then alphabetically by last name of the candidate(s) running for that position.
2. After all speeches, the candidates will be presented with a twenty (20) minute question-and-answer period. When asked a question, each candidate can use up to one (1) minute to answer. All candidates will remain in the election room for this activity.
3. Each candidate will have a table (booth) that they may use for their display board and/or informational flyers. The campaign space cannot extend beyond the width of the table provided. Campaigning will be from the start of the conference till the start of the election session. The candidate is responsible for clearance of their area after the conference and must remove all flyers or other promotional material. Failing to complete the clean-up might result in rejection of office.
4. Tables will be on a first come first served basis, please set-up upon arrival.
5. Candidate materials are restricted to the campaign area. "Candidate materials" include brochures, handouts, signage and promotional clothing. Professional dress is expected for sessions. If there are any questions about campaign materials, e-mail the State Officer Team.
6. No sound-producing or sound-enhancing equipment, electrical, motorized, or battery-operated devices, or light producing instruments are allowed in campaigning.
7. No items designed to be thrown (footballs, baseballs, frisbees, etc.) are allowed.
8. Do not tape or glue anything to hotel property.
9. Tri-board, posters, and flyers are allowed; however, nothing can be posted to hotel property.

10. No sticks or poles will be allowed to support campaign signs. They must be carried in the students' hands.
11. Disruptions, use of inappropriate items, posting of materials on hotel property or breaking any of the above rules are grounds for disqualification.

#### After election

1. The candidate is responsible for clearance of their area after the conference and must remove other promotional material. Failing to complete the clean-up might result in rejection of office.
2. Candidates must be present at the Closing Ceremony. Lack of attendance may disqualify candidate from office entirely.
3. Upon successful election, State Officer-elects must coordinate with Ms. Keisha Maddox, State Officer Advisor.
4. A current calendar of mandatory events will be released to State Officer-elects. Mandatory attendance is required for, but not limited to, **Maryland Career Technical Student Organizations (CTSO) Training, DECA Inc. Emerging Leader Series (if local), Maryland DECA Fall Leadership Conference, DECA Inc. Power Trip (if local), and Maryland DECA State Career Development Conference.**

## TIPS FOR CAMPAIGNING & 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 and their members.
4. Don't spend so much money that you become broke.
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!

## CODE OF CONDUCT

1. I shall not possess or consume any alcoholic beverages, illegal controlled substances, and the use tobacco of any kind or in any form.
2. I will obey state and federal laws and the rules of the building where the event takes place.
3. I shall follow established curfew. Curfew means I am quiet and in my own room unless I am conducting official business at the instruction of the state DECA staff.
4. Official conference and activities begin when I leave home for the event and end when I return home; therefore, this code is in effect throughout this entire period of time.
5. I will always conduct myself in a professional manner as a representative of DECA.
6. I shall apply appropriate leadership principles at all times. These include, but are not limited to: consensus building, compromising, listening, respecting others, maintaining enthusiasm and involvement, and conflict resolution through open communications.
7. I shall wear the state officer uniform at all official functions. Denim and jean-like apparel are appropriate at certain dances, but not during any other official sessions.
8. I shall immediately remove myself from all situations that could compromise my professional image.
9. I shall not deface public property. I will be responsible for any damages caused to facilities.
10. I shall be prompt and prepared at all times.
11. I shall carry out my duties and responsibilities to the best of my abilities.
12. I shall attend all official conference activities, unless I receive proper approval from state advisor to be absent. If I am unable to participate in all required State Officer meetings, I will resign my office. Special permission must be received from the state advisor and president to be excused from required meetings.
13. I shall follow my local school policies where they are more restrictive than the state guidelines.
14. I shall not be engaged in any inappropriate or illicit behavior; this includes having visitors of the opposite sex in my hotel room or visiting another room without an adult advisor present.
15. I am responsible for reporting any violations of these codes of conduct committed by myself or by fellow officers.
16. I grant permission to Maryland DECA to release my name and use my photograph in Maryland DECA publications.
17. If other situations arise that are not covered by the Code of Conduct for State DECA Officers, I shall use my best judgment in the situation. Above all, I will try to act in such a way that I will reflect positively on Maryland DECA.

## **DUTIES & RESPONSIBILITIES**

I recognize that the following obligations are a part of an officer's responsibilities. I will perform to the best of my abilities these and any other duties of the office to which I may be elected. Failure to perform my state officer responsibilities may result in a verbal/written warning and/or may result in being removed from office.

1. Write creatively.
2. Speak professionally.
3. Dress according to the Dress Code Regulations.
4. Listen to and improve from helpful criticism.
5. Keep communication open and use polite wording.
6. Always be respectful and polite, never rude.
7. Make DECA a top priority throughout my term.
8. Serve as a role model for Maryland DECA members.
9. Be knowledgeable about DECA, I am the go-to person.
10. Always be enthusiastic about Marketing Education and DECA.
11. Be proud to represent Maryland at the International DECA CDC.
12. Interact with Maryland and National DECA members.
13. Interact with all Maryland DECA members and advisors.
14. Attend ALL state officer meetings, unless absence is approved by state advisor and president.
15. Attend all state conferences, FLC and CDC, unless absence is approved by state advisor and president.
16. Attend mandatory events including officer training in the summer.
17. Assist in running the state conferences.
18. Attend region conferences, if my region has one.
19. Follow all duties, responsibilities, the code of conduct, and other regulations and understand that failure to comply may result in resignation.

### President:

Serve as a member of the board of directors.

Preside over the state officer committee meetings and delegate assemblies.

Maintain a close and continuing relationship with the state director and Board of Directors.

Perform other duties for the promotion and development of local, regional, and state activities.

Oversee that State Officers meet Program of Work (POW) deadlines.

Create and maintain a database of chapter president contacts.

Perform other duties as prescribed by the state director or board of directors.

### Executive Vice President:

Assist the president in duties assigned to him/her.

Preside over all chapter meetings and meetings of the executive committee in the president's absence.

Keep an accurate record of sessions of the state convention and of the executive committee.

Provide copy of minutes and any substantiating reports to the state director, board of directors, and state officers within ten (10) working days after the state conventions and executive committees.

Organize Maryland DECA's Representation at DECA Inc. Association Council Meetings

Perform other duties as prescribed by the president, state director, and board of directors.

Vice President of Chapter Development:

Work individually with chapters to involve them in Maryland and National DECA Campaigns.

Visit schools and provide insight to competition preparation, recruiting, promotion, etc.

Update the Board of Directors, State Director, and State Officer Team of chapters' successes.

Create forms of recognizing outstanding chapters at the State Conference.

Produce and post a quarterly state newsletter on the Maryland DECA website.

Perform other duties as prescribed by the president, state director, and board of directors.

Vice President of Public Relations:

Manage all Maryland DECA social media accounts.

Take photos (or organize photography) at all Maryland DECA events.

Produce a culminating, "year in review" video/PowerPoint at the end of the state convention.

Serve as the public relations liaison between National DECA and Maryland DECA as well as between the local chapters and Maryland DECA.

Take pictures of all Maryland DECA events.

Perform other duties as prescribed by the president, state director, and board of directors.

Region Vice Presidents:

Host the Regional Conferences at his/her local high school.

Plan and execute the DECA Regional Conference at a designated location in their respective region with the assistance of all other State Officers, Regional Chapter School Advisor, MSDE, and Board of Directors.

Coordinate activities within their region.

Make efforts to visit each member school in their region.

Perform duties assigned to them by the president, state director, or board of directors.

# MARYLAND DECA STATE OFFICER APPLICATION

**PART I: Please legibly write or type your information. You may use more space if needed.**

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Home Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

School: \_\_\_\_\_ Region: \_\_\_\_\_

2018-2019 Grade: \_\_\_\_\_

Current G.P.A weighted: \_\_\_\_\_ unweighted: \_\_\_\_\_

Advisor: \_\_\_\_\_

Advisor's Phone Number: \_\_\_\_\_

Advisor's Email Address: \_\_\_\_\_

Number of Years in DECA: \_\_\_\_\_ Number of DECA Conferences Attended: \_\_\_\_\_

DECA Conferences Attended: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PART II: Please legibly write or type your responses. You may use more space than provided, but remember each response has a maximum 400 character limit.**

What MD DECA State Officer Position are you choosing? \_\_\_\_\_

What leadership experience do you have? \_\_\_\_\_

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What DECA-related classes or programs have you participated in or are currently attending? \_\_\_\_\_

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Why are you interested in running for this particular office? \_\_\_\_\_

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Why do you feel you will be the best candidate for this position? \_\_\_\_\_

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**PART III: This part of the application must be completed with actual signatures.**

I have completed the Maryland DECA State Officer Application with nothing but the truth. I have read, studied, and understand all points mentioned in the 2019-2020 Maryland DECA State Officer Candidate Application & Information Packet. I confirm that I meet all requirements. I agree to follow all campaign guidelines. I am aware that I may be subject to disqualification if I do not adhere to the rules. If elected to the Maryland DECA State Officer Team, I will carry out my responsibilities in accordance with these statements and understand that I may be removed from my position or given a warning if I do not completely adhere to these established standards.

\_\_\_\_\_  
Signature of Candidate

\_\_\_\_\_  
Date

The signature of your chapter DECA Advisor, School Principal (*only if running for Regional VP position*), and parent/guardian are needed to show their approval of you running for state office.

\_\_\_\_\_  
Signature of Advisor  
*"Please read entire packet before signing."*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Principal (Regional VPs ONLY)  
*"Please read entire packet before signing."*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Parent/Guardian  
*"Please read entire packet before signing."*

\_\_\_\_\_  
Date