

# State Officer Candidate Procedures

1. Complete a State Officer Candidate Resume, Q & A, Agreement and Emergency Medical Treatment Authorization Form, including necessary signatures, for each candidate seeking office.
2. Advisors must sign and submit the State Officer Candidate Notification.
3. Complete all necessary materials. Mail Forms 1, 4 and 5 and email Forms 2 and 3 to Oregon DECA.

## State Officer Candidate Timetable

**January 21, 2010** All forms must be received at Oregon DECA by 5:00 p.m.  
 — **Extended to February 4, 2010**

**February 21, 2010** The candidate briefing session, officer candidate exam and campaign speech presentation are mandatory activities and will be conducted at the SCDC on Sunday, February 21, 2010. The briefing session begins at 11:00 a.m. and all candidates must be in attendance. In the event a candidate's chapter is not planning to arrive at the SCDC in time for the briefing session, it is the responsibility of the candidate to arrange for transportation, in accordance with his/her school district's policy, to the conference site in time for her/him to participate in the session.

## Elected Offices

President	District I Vice President
Secretary/Treasurer	District II Vice President
Publicity Director	District III Vice President

## Eligibility

1. A candidate must be an active member in good standing of Oregon DECA and DECA Inc. by the published deadline date.
2. A candidate should have held or be holding a DECA chapter office, but it is not required.
3. A candidate must have earned a GPA of 2.50 (4.00 scale) or better for the term preceding their running for office.
4. A candidate must be enrolled in a state approved marketing program and be an active member of the High School Division for the majority of their term of office.

To be eligible to run for a state office each candidate must complete the application, be in attendance at the SCDC, attend the candidate briefing session, take the officer candidate test, deliver a campaign speech, answer one question during the Annual Business Meeting, and follow all election guidelines. The chapter advisor is the only person authorized to initiate state officer candidate proceedings. There are five phases leading to the election of an Oregon DECA State Officer of the High School Division: (I) Nomination, (II) Examination, (III) Campaigning and (IV) Election.

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## I. Nomination

1. Chapter advisors will be notified of the official nomination forms posting to the Oregon DECA Web site. It is the chapter advisor's responsibility to have the nomination forms completed by the candidate and returned to the Oregon DECA by **January 21, 2010**. Each chapter may submit only one candidate for each available office.
2. The forms which must be completed and submitted on or before the deadline are: (a) State Officer Candidate Notification: A listing of all chapter members running for a state office; (b) State Officer Candidate Resume and Q & A: Source of information for Voting Delegates to be published in the "Guide to the Candidates" booklet; and (c) Agreement and Emergency Medical Treatment Authorization Form: Approval and support by all parties concerned for candidates commitment to office.

## II. Examination

1. A test for each candidate listed will be administered on Sunday of the State Career Development Conference.
2. The score received on the officer candidate exam will serve to show the candidate's knowledge of the organization and the office sought. Exam scores will be published and made available to all individuals attending the State Career Development Conference in the conference headquarters by 8:00 a.m. on the following day.
3. Test questions will be based on information published on the Oregon DECA Web site ([www.oregondeca.org](http://www.oregondeca.org)), *The DECA Guide 2009-2010*, *DECA's Chapter Management System: The Resource for Starting and Maintaining Your DECA Chapter* ([www.deca.org/pdf/DECAChapterManagement.pdf](http://www.deca.org/pdf/DECAChapterManagement.pdf)) and *Roberts Rules of Order*.
4. An adult facilitator, appointed by the executive director, will oversee the state officer elections process.
5. Candidates need to be prepared to give their entire campaign speech to the adult facilitator and a member of the Board of Advisors or an advisor appointed by the Board of Advisors. Advisors or representatives from chapters with members seeking a state office are not eligible to serve in this capacity.
6. Spectators and/or observers are not allowed to be in the room while the candidate presents their campaign speech. If the speech is determined to be inappropriate, the candidate must revise their speech or be subjected to disqualification.

### III. Campaigning

1. "Guide to the Candidates" booklets will be available to voting delegates at the State Career Development Conference. A candidate's qualifications should include: experience, scholastic aptitude, responses to published questions, speaking ability, ability to "think on feet" as evidenced by candidate's extemporaneous response to question, appearance, personality, and commitment.
2. Each candidate *must* attend the state officer candidate briefing session at the State Career Development Conference. Important information relative to candidacy will be reviewed. If a candidate is not in attendance, they may be disqualified.
3. Each candidate must give a prepared campaign speech at the State Career Development Conference during the opening session or campaign rally as scheduled.
4. Speeches will proceed in the following order: (1) President, (2) Secretary/Treasurer, (3) Publicity Director, (4) District I Vice President, (5) District II Vice President, and (6) District III Vice President.
5. Presidential candidates are allotted three (3) minutes for a campaign speech, while all other offices are allotted two (2) minutes each. All speeches and/or demonstrations in support of the candidate must be included in the time allotment.
6. Campaign materials must be in good taste. Hotel policies do not allow the posting of campaign materials on hotel walls.
7. Candidates are not allowed to begin campaigning prior to the SCDC.
8. Onsite campaigning by candidates or their representatives may begin at 12:30 p.m. on Sunday and may continue until the ballots have been turned in during the annual business meeting. Throughout their campaign, candidates are encouraged to use handout materials. Campaign tables (one table – 8' x 30") will be made available to each officer candidate. A candidate's campaign committee can begin setting up their booth at 12:30 p.m. on Sunday.
9. Candidates and their campaign teams are responsible for making sure that no campaign materials are left in any rooms or as litter. Failure to adequately pick-up materials may jeopardize candidacy.

### IV. Election

1. The state officer election is considered as new business and takes place during the annual business meeting.
2. For the annual business meeting, all voting delegates must be in professional attire, wear their delegate ribbon, arrive promptly and be checked in at the door before the president calls the meeting to order. All voting delegates must be seated in their designated areas by the start of the meeting. Voting delegates not seated will not be allowed to cast a vote.

3. The State Secretary/Treasurer will supervise the seating of delegates, in order to ensure that only voting delegates are seated in the voting delegate seating area. Voting delegates are apportioned to chapters according to the ratio specified in the "High School Division By-Laws." One individual must be present for each vote cast.
4. A current state officer will introduce each candidate for office. Upon introduction, a candidate will approach the podium and be asked one question by that state officer. The question will pertain either to DECA or to being a state officer.
5. The candidate must answer the question extemporaneously (impromptu). Each candidate will have 30 seconds to consider the question and 1 minute to answer the question. The one (1) minute will begin as soon as the candidate begins speaking.
6. After all candidates are called, voting delegates will have four (4) minutes to caucus with their chapter members, members or delegates of other chapters, or contact candidates. Delegates will have one (1) minute to return to their seats when directed by the presiding officer. Candidates may not initiate contact, but may be approached by delegates.
7. Chapter advisors or persons acting in a chapter advisor capacity will not be allowed to participate during the election. Unless disqualified, the previous year's officer or unelected candidate may opt to apply again.
8. A secret ballot vote will be taken. Abstentions will not be counted in the total votes cast; however, "No Votes" will be counted. If any delegate submits a ballot containing votes for a district vice president candidate in a district that is not their own, their vote for any/all district vice presidents will not be counted, including the vice president from their own district.
9. A candidate must receive a simple majority of the votes cast to be declared the winner. If no candidate receives a majority of the votes cast on the first ballot, then a run-off election will be held between the two (2) candidates receiving the highest number of votes.
10. A qualified candidate who is not elected to their first choice office may be re-nominated from the floor one additional time to the office indicated on their State Officer Candidate Resume only if there are no candidates for that office. Voting delegates from another chapter must nominate them.
11. In case of a run-off election or a nomination from the floor, delegates will have two (2) minutes to caucus with their chapter members, members or delegates of other chapters, or contact candidates. Delegates will have one (1) minute to return to their seats when directed by the presiding officer.
12. If no candidate is elected for a specific office, that office may be appointed by the newly elected executive council at its first opportunity and under the advisement of the executive director and state officer coach.
13. Newly elected state officers will be announced and installed at the conclusion of the Grand Awards Session.

# State Officer Job Descriptions

## All Officers

1. Attend all state officer meetings from start to finish.
2. Plan the Program of Work as a team for the members of Oregon DECA, and work to achieve the goals and objectives set in the Program of Work.
3. Attend all state officer meetings, State Officer Leadership Training (SOLT), Western Region Officer Training Camp (WROTC), Oregon Leadership Institute (OLI), and the State Career Development Conference (SCDC). Officers are strongly encouraged to attend the Western Region Leadership Conference (WRLC) and the International Career Development Conference (ICDC).
4. Contribute to the publication of the newsletter.
5. Communicate with the president, team coach(es), executive director, and other appropriate parties on a regular basis.
6. Submit a monthly report about local, regional, and state DECA activities participated in.
7. Assist with the DECA Annual Report.
8. Keep a notebook of all activities during term in office.

## President

1. Coordinate the state officer team and conduct all state officer meetings.
2. Provide the communication link between the officer team and other state DECA leadership.
3. Lead the state officer team in setting and meeting all goals set in the Program of Work.
4. Represent the High School Division members at all Oregon DECA Board of Advisors' meetings.
5. Prepare a year-end report of all your activities during your term in office.
6. Serve as policy tender at Oregon DECA Board of Advisors' meetings.

## Secretary/Treasurer

1. Keep a permanent record of all state officer meetings and distribute minutes to the officer team.

2. Record minutes of all Oregon DECA Board of Advisors' meetings.
3. Provide an annual report of association finances to the membership.
4. Help in planning all state meetings.
5. Assist the president with the preparation of the year-end report.
6. Assist with the communication between Oregon DECA and its sponsors and volunteers.
7. Participate with the state officer team in other projects as planned.

### **Publicity Director**

1. Maintain the Oregon DECA Web site.
2. Inform the public about DECA through various media outlets.
3. Submit newsletter to Oregon DECA with articles written by state officers, chapter members, and business professionals.
4. Photograph all state events and local and district events attended.
5. Participate with the state Officer team in other projects as planned.

### **District Vice Presidents**

1. Communicate with the state association on district and local chapter activities and act as a liaison between the state association and chapters within the district.
2. Coordinate the development of the district Program of Work.
3. Aid local chapters in developing their Program of Work.
4. District vice presidents shall actively recruit marketing students, DECA members, and new chapters.
5. Solicit state officer candidates from the district.
6. Promote DECA to business and industry within the district.
7. Budget and report to executive director all financial transactions.
8. Participate with the state officer team in other projects as planned.

# State Officer Candidate Schedule

## Sunday, February 21, 2010

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11:00 a.m. – 11:30 a.m.	Briefing Session
11:30 a.m. – 12:30 p.m.	Testing
12:30 p.m.	Candidate Booth Set-Up (Each candidate is allowed one table – 8' x 30"; your campaign committee may do this for you.)
1:00 p.m. – 1:25 p.m.	Voting Delegate Meeting
1:25 p.m. – 2:00 p.m. <sup>1</sup>	Campaign Speech Presentations (Candidates Only)
9:00p.m. – 10:30 p.m.	Opening Session - Campaign Speeches
11:00 p.m.	Remove materials from campaign tables
11:30 p.m. – 6:00 a.m.	Curfew

## Monday, February 22, 2010

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8:00 a.m. – 9:00 a.m.	Candidate Booth Set-Up (one table – 8' x 30")
2:30 p.m.	Please check campaign tables for neatness
6:15 p.m. – 8:20 p.m.	Recognition Awards Session
8:30 p.m.	Annual Business Meeting - Impromptu Question - Election of 2010-2011 State Officers
11:00 p.m.	Candidate Booth Tear-Down
11:30 p.m. – 6:00 a.m.	Curfew

## Tuesday, February 23, 2010

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6:00 p.m. – 6:45 p.m.	Installation Rehearsal (all candidates attend)
7:00 p.m. – 10:00 p.m.	Grand Awards Session/Dessert - Election Results Announced
10:15 p.m. – 10:45 p.m.	2010-2011 State Officer Team Briefing
11:30 p.m. – 6:00 a.m.	Curfew

## Wednesday, February 24, 2010

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8:30 a.m. – 11:00 a.m.	2010-2011 State Officer Transition Meeting
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<sup>1</sup> Or until all campaign speech presentations are completed.

# General DECA Information

## DECA's Development

Marketing Education (formerly known as Distributive Education) is an educational program, which offers instruction in marketing, management, and entrepreneurship. DECA (formerly known as Distributive Education Clubs of America) is the only professional technical student organization specifically for those students in Marketing. DECA was originally chartered in 1946. The first National (Interstate) Conference was held in April 1947 in Memphis, Tennessee. There were twelve states represented at this conference. The Sears Roebuck Foundation was primarily responsible for the financial sponsorship DECA received at its beginning.

## DECA Now

This year commands respect for DECA, as we celebrate 60 Years of Marketing Education! There are 55 chartered associations, including Canada, Germany, Guam, Mexico, and Puerto Rico. National DECA headquarters is located at 1908 Association Drive, Reston, Virginia. We are proud to announce that there are now approximately 177,000 members in the nationwide DECA program.

The post-secondary group for DECA is Delta Epsilon Chi. This group consists of marketing and management students who join while attending a college or university, which has a Delta Epsilon Chi chapter.

The Executive Director of National DECA is Ed Davis, who is selected by the National Board of Advisors. In 1969 the Board of Advisors approved the establishment of Regional Leadership Conferences. The last International Career Development Conference was held in Anaheim, California. There are four regions in DECA: Central, North Atlantic, Southern and Western. The Western Region consists of 13 states plus the U.S. Territory of Guam. The 2009 WRLC was held in Reno-Tahoe, Nevada.

In Oregon, there are five other Career and Technical Student Organizations (CTSOs) designed to assist high school students:

- Future Business Leaders of America (FBLA)
- Oregon FFA Association (formerly Future Farmers of America)
- Family Career and Community Leaders of America (FCCLA)
- HOSA (Health Occupations of America)
- SkillsUSA (formerly Vocational Industrial Clubs of America)

## More Information About DECA

DECA Inc. is an organization that should not be confused with the student organization of DECA. DECA Inc. is the legal identity of the adult group responsible for the student program. Its members consist of those adults who have been named head state supervisor of the Marketing Education program, plus a representative for the Delta Epsilon Chi division. There are approximately 75 persons who comprise DECA Inc., one or two persons from each state or territory affiliated with DECA. DECA Inc. meets twice each year to handle the business and serve as advisors to the Board of Advisors and the executive director. The National Board of Directors is elected from the members of DECA Inc.

A group composed primarily of business and industry leaders who provides advice and counsel to DECA is called the National Advisory Board (NAB). The four committees which provide assistance and information to DECA are: Awards and Conference, Public Relations and Publicity, Planning and Evaluation, and Program Development.

The official DECA emblem incorporates the well-known diamond-shaped design with the word DECA and the national tagline, an association of marketing students. (The tagline also serves as the DECA slogan.) This emblem represents the idea that DECA is striving to succeed as we move into the twenty-first century. Each point of the diamond signifies a working part of the organization: Vocational Understanding, Civic Consciousness, Social Intelligence, and Leadership Development. DECA's strength and achievements are exemplified through the cooperation of the local advisors, school officials, students, parents and business people working together.

*DECA Dimensions* is a national quarterly DECA magazine published by DECA that began at the first National Conference in 1947. It is the official DECA publication.

The 2009-2010 national theme is “**Live, Learn, Lead.**” The 2010 International Career Development Conference for the High School Division will be held in Louisville, Kentucky, April 24-27, 2010. The current national president of the High School Division of DECA is Ryan Dyck from Colorado and the Western Region Vice President position is John Stiles from Montana.

### **Oregon Association of DECA**

The Oregon Association of DECA, referred to as Oregon DECA, was chartered by the national organization in 1955. Last year there were over 1,500 members who belonged to the three existing divisions of Oregon DECA: High School, Professional and Alumni. The Business and Management Specialist position at the Oregon Department of Education is filled by Ron Dodge. His responsibilities consist of curriculum development, business and marketing program approvals, etc. The Executive Director is Trina Lee. She plans state conferences, administers state business, and works with the state officers and Board of Advisors.

Student Voting Delegates at the 1970 Fall Board of Governors Conference enacted major changes in the organization of Oregon DECA. The delegates adopted a new constitution which placed the administrative responsibility for Oregon DECA into the hands of a Board of Advisors and created five divisions within Oregon DECA which are: High School, Delta Epsilon Chi, Collegiate, Professional and Alumni.

The Board of Advisors consists of the following:

- Six members elected by chapter advisors
- The State Specialist for Business and Management
- The Executive Director
- The current president of Oregon DECA

The Executive Council of the High School Division consists of the following:

President	District I Vice President
Secretary/Treasurer	District II Vice President
Publicity Director	District III Vice President

These officers are elected at the annual State Career Development Conference. The 2009-2010 President of the High School Division is Anne Marie Sketch from Taft High School in Lincoln City, Oregon.

The voting body at the Annual Business Meeting is composed of voting delegates from each school holding a state charter in the ratio prescribed in the Bylaws of the High School Division. This group serves as the High School Division voting body in state business.

There are three (3) geographical districts in Oregon DECA. The counties in each district are listed below.

<u>District I</u>	<u>District II</u>	<u>District III</u>
Clatsop	Baker	Coos
Clackamas	Benton	Douglas
Columbia	Crook	Harney
Hood River	Deschutes	Jackson
Gilliam	Grant	Josephine
Morrow	Jefferson	Klamath
Multnomah	Lane	Lake
Sherman	Lincoln	Malheur
Tillamook	Linn	
Umatilla	Marion	
Union	Polk	
Wallowa	Wheeler	
Wasco		
Washington		
Yamhill		

### **Oregon Fall Events**

In 1976 the name of the Fall Board of Governors Conference was changed to the Fall Leadership Conference. The main purpose of this conference is to help local chapter officers and members organize their chapter activities and gain motivation and ideas for the year to come. In 2002, DECA Experience events at Beaverton and Springfield were held in place of the Fall Leadership Conference. In 2008, Oregon DECA partnered with Oregon FBLA for the Oregon Leadership Institute.

In the past, District Fall Retreats were offered for chapter leaders to hone their own leadership skills, but more precisely to assist chapters in creating an effective Program of Work. In 2001, the Oregon DECA Board of Advisors passed a motion to eliminate District Fall Retreats due to low attendance and other factors.

**Oregon DECA State Career Development Conference**

In 1973, the Board of Governors voted to change the name of the State Leadership Conference to the State Career Development Conference (SCDC). It was also decided to increase the length of the conference from two to three days. The State Career Development Conference has been held in Portland since 1968, with the exception of two years when it was held in Eugene. This year's conference will again be held in Portland from February 21-23, 2010 and the theme is **"Go 3D: Discover. Define. Decide."**