



# STATE OFFICER CANIDATE PACKET 2021-2022



Congratulations on taking the first step to becoming a Wisconsin DECA State Officer!

**ELIGIBILITY:** Only Juniors can run for state office and serve during their senior year. If you are a sophomore interested in running for state office, WI DECA encourages you to run for an officer position within your chapter and serve on the WI DECA Leadership Council during your Junior year to help prepare you for state office.

Through this application process, you will be creating a personal portfolio of your accomplishments. Once submitted, a committee will evaluate your portfolio and determine if you are qualified to advance onto State Officer Screening. You will be notified if you are chosen to advance in the application process. It is the intent of the screening committee to utilize State Officer Screening as an opportunity to help you work towards developing your understanding of DECA's Guiding Principles. This activity is designed to highlight how DECA has preparing you to be *academically prepared, community oriented, professionally responsible, and an experienced leader*. Listed below are all of the required elements that must be included in your portfolio. Your portfolio will be evaluated on content as well as creativity and professionalism. **This portfolio application process has been designed to allow for creativity and to give you the opportunity for personal expression. Consider this an interview process for your "dream job."** Prepare this portfolio while keeping in mind that you will not be the only candidate for the position you are seeking. **The required elements listed below are the minimum requirements, be creative on how you present the required elements and do not be afraid to add additional content to make your portfolio stand out from the rest! If you have other students running from your chapter, we suggest you show your individual personality and not submit your portfolios in the same format as the other candidates in your chapter.** You will be notified by January 20<sup>th</sup> if you have made it to screening in February.



**BEST OF LUCK!**

### **Statement of Intent** *(Create a "cover letter" that contains the information below.)*

- Name, Home address, Phone number(s), Email address, Current year in school
- Chapter name, advisor name, chapter phone number
- Statement pertaining to office(s) you are interested in seeking *(Please refer to page 8)* Due to the change in the election process at SCDC (refer to page 12 for the changes at SCDC), it is important that you include the following information:
- Rank any and all positions you are willing to serve. Only rank positions you are willing to serve. If there are any positions you do not want to serve on, do not include them on this list and you will not be considered for positions not listed.

### **High School Transcript** *(This will be used to verify cumulative GPA and participation in business courses.)*

**Leadership and Innovation during COVID-19** COVID-19 has presented challenges for all DECA chapters this year requiring chapters to be innovative on how they recruit members, hold meetings and events, drive student engagement, and so much more. Describe how you have provided leadership within your chapter to navigate through COVID-19. Include innovative examples of how you helped your chapter adjust strategies to navigate the restrictions in place due to COVID-19

### **Online Forms Reviewed and Submitted by January 20th**

#### **State Officer Code of Conduct Form** *(candidate and parent/guardian signature required)*

- Review the State Officer Code of Conduct form with your parent/guardian AND chapter advisor and then submit the online form.

#### **State Officer Responsibility Acknowledgement Form** *(candidate and parent/guardian signature required)*

- Research *the organization and take an honest look at the commitment involved with being a State Officer. Talk it over with your parents and chapter advisor and determine if it is a right fit for you!*

#### **Social Media Code of Conduct Form**

- *Prior to and after State Officer Screening, Wisconsin DECA will review all of your social media platforms. **The review conducted by Wisconsin DECA will include past, current, future posts.** Your social media posts now represent Wisconsin DECA and we expect you to agree to all of the social media guidelines, which are outlined in the Social Media Code of Conduct form.*
- **Wisconsin DECA strongly suggests you review all of your social media accounts prior to submitting your application to ensure they have met the guidelines set forth in the Social Media Code of Conduct. This includes all posts you are tagged in or appear on your social media platforms, even if you do not post them yourself.**
- After you submit your application, the current State Officer Team and/or Wisconsin DECA Leadership will send you friend requests. **You are required to accept these requests.**

#### **Advisor Recommendation Form**

- Review the above forms with your advisor. Once you have done that, ask them to submit this form.

### **Resume** *Take this opportunity to highlight your accomplishments in the following areas.*

- Develop and include your personal mission statement. Create a clear and understandable statement of your purpose in seeking leadership in Wisconsin DECA.
- Illustrate how DECA and marketing education have *academically prepared* you to become a high-achieving leader and conquer the challenges of your aspirations.
- Highlight your responsibility and involvement in your local community to show how you are *community oriented*.
- Demonstrate how you are *professionally responsible* by sharing your work experience and clarifying how DECA and marketing education have benefited you in the work place.
- Provide examples of how you are an *experienced leader* within your chapter by including how you led your chapter through goal setting, consensus building, and project implementation.

**Letters of Recommendation** *This will increase the validity of your application and demonstrate your character. Whoever is writing on your behalf, please have them address it to Terri Mackey.*

- Provide at least 3 letters of recommendation. Sources could include (but are not limited to) your chapter advisor, school administrators, previous or current teachers, coaches, or employers.

## Important Dates and Screening Information

State Officer Candidate Packets will be available online <a href="http://dpi.wi.gov/deca">http://dpi.wi.gov/deca</a>	November 16, 2020
Portfolio (must be received by) Mail to: <b>Terri Mackey</b> <b>4580 N 135<sup>th</sup> Street</b> <b>Brookfield, WI 53005</b>	January 15, 2021
Notification of Advancement to Screening (As Wisconsin DECA will follow current CDC guidelines for Dane County to determine if screening will be held in-person or virtually. Wisconsin DECA will inform candidates if screening will be held in person or virtually by this date)	January 20, 2021
Hotel Reservation Deadline (does not apply if event is held virtually) <i>A room block has been reserved at the Holiday Inn Express of DeForest. All reservations must be made by this date to receive Wisconsin DECA rate (\$82.00 per night). See information below.</i>	January 30, 2021
Hotel Cancellation Date (does not apply if event is held virtually) If you need to cancel your hotel room, you must cancel by this date to get a refund.	February 3, 2021
State Officer Screening (8:00 am - 4:00 pm) If held in-person, screening will be at: DeForest High School, DeForest, Wisconsin <b>Required to attend with chapter advisor and/or parent(s).</b> If this event is held virtually, parents/advisors will be required to join a parent/advisor informational session on February 8 <sup>th</sup> . More details to follow once a decision has been made.	February 7, 2021

## Hotel Information

Wisconsin DECA has reserved a room block at the Holiday Inn Express of DeForest. This room block will be held open until January 30, 2021. You can choose to reserve a hotel room for February 7<sup>th</sup> at the rate of \$82.00 for single or double occupancy. You will be responsible for all room costs. **It is NOT required that you stay over.** It is required that you attend screening with your chapter advisor and/or parent(s). If you make reservations and are not selected to attend screening, please cancel your reservations by **February 3, 2021.** **This does not apply if the event is held virtually.**

**Holiday Inn Express**  
7184 Morrisonville Rd  
DeForest, WI 53532  
Phone: [\(608\) 846-8686](tel:6088468686)





## Required Online Forms DUE JANUARY 20th

### State Officer Responsibility Acknowledge Form

Please take a lot of time to research the organization and take an honest look at the commitment involved with being a State Officer. Talk it over with your parents and chapter advisor and determine if it is a right fit for you! Then, review the next 3 pages of this document AND State Officer Responsibility Form with your parent/guardian AND chapter advisor. Once you have reviewed the information, complete and submit the form. **This form requires your parent/guardian signature!**

### State Officer Code of Conduct

Review the State Officer Code of Conduct Form with your parent/guardian AND chapter advisor. Once you have reviewed the information on the form, complete and submit the form. **This form requires your parent/guardian signature!**

### State Officer Social Media Code of Conduct

Review the State Officer Social Media Code of Conduct Form with your parent/guardian AND chapter advisor. Once you have reviewed the information on the form, complete and submit the form. **This form requires your parent/guardian signature! PLEASE NOTE:**

- *Prior to and after State Officer Screening, Wisconsin DECA will review all of your social media platforms. **The review conducted by Wisconsin DECA will include past, current, future posts.** Your social media posts now represent Wisconsin DECA and we expect you to agree to all of the social media guidelines, which are outlined in the Social Media Code of Conduct form.*
- **Wisconsin DECA strongly suggests you review all of your social media accounts prior to submitting your application to ensure they have met the guidelines set forth in the Social Media Code of Conduct. This includes all posts you are tagged in or appear on your social media platforms, even if you do not post them yourself.**
- After you submit your application, the current State Officer Team and/or Wisconsin DECA Leadership will send you friend requests. **You are required to accept these requests.**

### Advisor Recommendation Form

Once you have reviewed this entire application, including the online forms listed above, with your chapter advisor, please ask them to submit this form before the due date. You may want to personally follow up with your advisor to ensure they submitted this form on your behalf.



## State Officer Responsibilities

### To the Organization

- Your foremost responsibility as a state officer is to professionally represent thousands of WI DECA members throughout the State of Wisconsin.
- The growth of WI DECA during your term of office will depend on the performance of your duties.
- You are expected to attend all district and state WI DECA meetings that relate to your office and to be prepared for all activities in advance.

### To Self and Family

- In selecting your priorities, keep in mind that DECA does not take priority over your education. But it does take priority over other extra-curricular activities.
- It is the state officer's responsibility to keep their family informed of the responsibilities and events required of them by their office.
- **The amount of time you will spend on this role will vary from week to week. On average, you should expect to spend 8-16 hours per week working on your initiatives and preparing for upcoming conferences.**

### To Other State Officers

- Avoid forming cliques with a few of the other state officers.
- Dating relationships are prohibited.

### To Your Local Chapter

- Because of the many WI DECA activities, you will be actively involved in, you may have less time than you would like to spend on local chapter activities.
- Do not accept responsibilities that you do not have time to complete.
- It is recommended that state officers not be local chapter officers.
- When at state activities you are a member of the state team and not a member of your local chapter.
- ICDC attendance is required as a State Officer the year you are elected. As an outgoing State Officer, students travel as members of their respective chapters if they qualify for ICDC.

### To Your Chapter Advisor

- It is extremely important that you always keep your chapter advisor informed of your activities. It is suggested that you schedule a ten-minute meeting with your advisor each week for the purpose of discussing WI DECA State Officer activities.
- Your chapter advisor's encouragement and support is very important. Do not expect special privileges from your advisor because you are a State Officer.
- Make sure all of your classroom work is completed on time.
- Chapters are responsible for supporting their State Officer and providing a DECA Blazer as part of their uniform.

## Description of State Officer Action Team

*This resource was created to illustrate some basic components of being a member of the State Officer Action Team in order to increase candidate understanding of the scope and nature of the positions they are seeking.*

- WI DECA State Officers are talented, outgoing young people able to present effective workshops and short speeches, execute goals to advance state initiatives, and represent WI DECA at local chapter activities.
- WI DECA State Officers are highly motivated, enthusiastic, and ready to serve the needs of all WI DECA members and chapter advisors.
- WI DECA State Officers become highly trained, professional representatives of our state association to business partners, school administrators, state level Boards of Governors, and National DECA representatives in order to communicate DECA's core attributes and values of **competence, innovation, integrity, and teamwork**.
- All State Officer positions will work closely together on initiatives and each officer role/job duties will vary slightly from year to year. WI DECA state officers understand the importance of teamwork and collaboration. They are willing to be flexible with assigned job duties based on the skills and talents within each team.
- WI DECA State Officers are required to attend the following events during their elected term of office:

Event	Date	Location	Attendance
<b>New Officer Orientation</b>	April 9-10, 2021	Lake Geneva, WI OR Virtual	Required: <b>Officer, Parent, and Chapter Advisor</b>
<b>ICDC</b>	April 24 – 27, 2021	Anaheim, CA OR Virtual	Required
<b>State Officer Workshop</b>	TBD	TBD	Required
<b>Chapter Opportunity Workshop (COW) &amp; Business Partnership Visits</b>	TBD	Madison, WI	Required
<b>Central Region Leadership Conference (CRLC)</b>	TBD	Milwaukee, WI	Required
<b>District Conferences</b>	January 2022	District Locations	Required (at least 1)
<b>CTSO State Government Day/Board Meeting</b>	February 9-11, 2022	Madison	Required
<b>State Officer Screening</b>	February 12, 2022	DeForest	Required
<b>State Conference</b>	March 7-9, 2022	Lake Geneva	Required
<b>Sports &amp; Entertainment Marketing Conference (SEM)</b>	TBD	TBD	Optional
<b>ICDC</b>	April 23 - 26, 2022	Atlanta, GA	Optional
<b>Board Meetings</b>	Various Dates TBD	Locations TBD	Required

*Wisconsin DECA will continue to monitor COVID-19 and communicate with all state officer candidates if/when any of the above events are cancelled, change dates, and/or change from in person to virtual.*

## Description of State Officer Positions

*This resource was created to illustrate some basic components of being a member of the State Officer Action Team in order to increase candidate understanding of the scope and nature of the positions they are seeking. **Please note: This is just a guideline, expect changes once you are selected as a state officer. Team members will be asked to work together on many of these tasks. WI DECA will assess each team members skills and talents and determine which person is best to complete each task.***

<p style="text-align: center;"><b>President</b></p> <ul style="list-style-type: none"> <li>◇ Willing and able to manage the State Officer Team and the Program of Work for all team members</li> <li>◇ Willing to hold the State Officer Team accountable to follow through on initiatives</li> <li>◇ Has a passion for leading others and an understanding of effective delegation</li> <li>◇ Organized and detail-oriented</li> <li>◇ Competent in coordinating meetings with team members</li> <li>◇ Can communicate well with high school students as well as business professionals</li> <li>◇ Interested in leaving a legacy and the long-term vision of Wisconsin DECA</li> <li>◇ Build relationships with business partners in your community and state</li> </ul>	<p style="text-align: center;"><b>Vice President of Leadership Development</b></p> <ul style="list-style-type: none"> <li>◇ Has a passion for leading others</li> <li>◇ Will work directly with the Leadership Council to develop future leaders for Wisconsin DECA</li> <li>◇ Willing to offer leadership workshops to WI DECA members throughout the year</li> <li>◇ Will provide Leadership resources to WI DECA members</li> <li>◇ Can communicate well with high school students as well as business professionals</li> <li>◇ Willing to offer feedback to team members and communicate well with peers</li> <li>◇ Build relationships with business partners in your community and state</li> <li>◇ Experience with Leadership Council preferred</li> </ul>
<p style="text-align: center;"><b>Vice President of Membership Development</b></p> <ul style="list-style-type: none"> <li>◇ Excited to help Wisconsin DECA grow through recruiting efforts and promotions</li> <li>◇ Willing and able to develop recruitment materials</li> <li>◇ Can communicate the benefits of being a DECA member to advisors, students, and alumni</li> <li>◇ Willing to connect with chapters from around Wisconsin on social media</li> <li>◇ Can effectively communicate the positive aspects of DECA to business professionals</li> <li>◇ Build relationships with business partners in your community and state</li> </ul>	<p style="text-align: center;"><b>Vice President of Community Service</b></p> <ul style="list-style-type: none"> <li>◇ Has a strong interest in giving back through DECA initiatives</li> <li>◇ Excited about the development and implementation of State-wide community service projects</li> <li>◇ Can create promotional materials to support community service goals</li> <li>◇ Willing and able to post about initiatives on social media</li> <li>◇ Can effectively communicate the positive aspects of DECA to students as well as business professionals</li> <li>◇ Build relationships with business partners in your community and state</li> </ul>
<p style="text-align: center;"><b>Vice President of Brand Management</b></p> <ul style="list-style-type: none"> <li>◇ Has a strong understanding of social media and a passion for online engagement</li> <li>◇ Organized and detail oriented in the development of social media posts</li> <li>◇ Willing and able to give feedback on the developments of other team members' materials</li> <li>◇ Can effectively communicate the positive aspects of DECA to students as well as business professionals</li> <li>◇ Build relationships with business partners in your community and state</li> <li>◇ Has an interest in doing video work (not required)</li> <li>◇ Experience in photo editing preferred</li> </ul>	<p style="text-align: center;"><b>Vice President of Event Management</b></p> <ul style="list-style-type: none"> <li>◇ Has a passion for Wisconsin DECA events and is excited to give feedback to make them better</li> <li>◇ Can communicate well with DECA members to get event feedback—before, during, &amp; after events</li> <li>◇ Develop detailed officer agenda for every event</li> <li>◇ Willing to learn about event management and make each event better than the last</li> <li>◇ Can effectively communicate the positive aspects of DECA to students as well as business professionals</li> <li>◇ Build relationships with business partners in your community and state</li> <li>◇ Has an interest in doing video work (not required)</li> </ul>



### **How many pages does the portfolio have to be? How detailed are you expecting it to be?**

Make sure the portfolio has the required elements listed on Page 2 of this packet. All forms that are required are available in this packet. It is our purpose in redeveloping this process, to allow for creativity and self-expression combined with professionalism. With that being said, we are not setting limits or rules as to the number of pages. We are not setting specific requirements for the amount of information other than requiring that certain elements be included. Consider this an opportunity to highlight how DECA and marketing education is preparing you to be academically prepared, community oriented, professionally responsible, and an experienced leader.

### **What format should we use to prepare the portfolio?**

This is another part of the process! We want you to be creative! Some ideas might be an actual bound portfolio or binder of some kind, or a computer aided version such as a PowerPoint presentation. The important thing is to make sure Terri Mackey receives your portfolio no later than **JANUARY 15, 2021!**

### **How and when will I be notified if I have been selected to attend State Officer Screening?**

This is the first step in the process of becoming a WIDECA State Officer. Once all portfolios have been received, candidates will receive an email to explain whether or not they have been chosen to attend State Officer Screening. Those emails will be sent no later than January 20, 2021. Candidates and chapter advisors will receive an email to inform all parties of the decision.

### **What's next?**

State Officer Screening will take place **on February 7, 2021** in DeForest, Wisconsin at DeForest High School. If you are selected to attend, you may choose to stay overnight on February 6, 2021 at your own expense. WI DECA has reserved rooms at a reduced rate. Please be sure to contact the hotel by January 30, 2021. Plan to attend wearing your DECA Blazer and professional dress. Lunch will be provided. As with any interview process, decisions will be made after the process is complete. All screening attendees will be notified within 7 days of State Officer Screening on whether they have been selected to move forward to State Officer Elections at the State Career Development Conference in March. Information about the election process will be included in the SCDC packet that will be available online at <http://dpi.wi.gov/deca> in early December. Part of the screening process will also include a personal explanation of the election process at SCDC.

### **Please know that if you are one of the candidates selected to move to elections at SCDC, the process at SCDC will be different than in the past. Below is some additional information:**

- ◇ **President:** We will select 2 individuals to run as President. The President candidates will run against each other and only one will be selected. The other President candidate **can/will be considered for one of the Vice President positions.**
- ◇ **Vice Presidents:** Up to 10 candidates will be selected to run as a Vice President. **You will NOT run for a specific Vice President position (such as Vice President of Community Service).** You will run with a platform on how you plan on elevating Wisconsin DECA. The voting delegates will select the Top 5 candidates to become Vice Presidents. After elections, WI DECA Leadership will work with the newly selected team members to determine the best fit and position for each Vice President.
- ◇ All members of Team 56 will be tasked to work on elevating the programs that already exist within your role. Very few, if any, new initiatives will be approved.

### **Who do I contact if I have other questions?**

Terri Mackey, WI DECA Center Executive Director | Phone: 414.779.6145 | [widecacenterdirector@gmail.com](mailto:widecacenterdirector@gmail.com)