

2022-2023 STATE OFFICER APPLICATION PACKET



ARIZONA

DECA

WELCOME!

Congratulations on considering candidacy for one of Arizona DECA's State Officer Team positions. This is an excellent opportunity to continue to develop the knowledge and skills necessary to become an academically prepared, community oriented, professionally responsible, and experienced leader. As an emerging leader, you will become empowered through a collection of experiences to provide effective leadership by practicing goal setting, consensus building, and project implementation, while exhibiting ethics, integrity, and high standards.

As our primary student brand ambassadors, Arizona DECA State Officers represent a variety of student members to a wide array of key stakeholders, including fellow DECA members, DECA Chapter Advisors, education administrators, business partners, public policymakers, and more. Because the service of Arizona DECA State Officers to the organization is an important commitment, please strongly consider running for state office only if you are organized, are motivated, are eager to work on a team, show initiative, and exhibit high moral and ethical standards. Be ready to make Arizona DECA your top priority and be willing to present a favorable image on behalf of our organization.

Please review this packet for important information about your role and obligations as an Arizona DECA State Officer, as well as an overview of the Arizona DECA State Officer election process; and if you're ready to make a serious year-long commitment in a highly visible position, submit your application.

Please note the following important dates and deadlines:

- ◆ Friday, January 14, 2022:
 - ◆ Deadline to submit the Arizona DECA State Officer Team candidate online application.
- ◆ Tuesday, February 1, 2022:
 - ◆ In-person completion of the Arizona DECA State Officer written exam.
 - ◆ Interview with the Arizona DECA State Officer Interview Committee.
- ◆ Friday, February 4, 2022:
 - ◆ Candidates will be notified regarding their candidacy status.
- ◆ Monday, February 7, 2022:
 - ◆ Social media campaigning may begin for those candidates who have advanced to the next campaign phase.
 - ◆ Please send your campaign flyer to the Arizona DECA State Advisor, Mr. Robert Waller (Robert.Waller@azed.gov) for approval before posting it on social media.
- ◆ Friday, February 11, 2022:
 - ◆ Deadline to submit candidate speeches to the Arizona DECA State Advisor, Mr. Robert Waller (Robert.Waller@azed.gov) for review and approval.
- ◆ Friday, February 25, 2022:
 - ◆ Candidates must report to the Arizona DECA SCDC onsite Headquarters to have all campaign materials reviewed by the Arizona DECA State Staff.
- ◆ Saturday, February 26, 2022:
 - ◆ On-site campaigning at the 2022 SCDC begins

Good luck!

QUALIFICATIONS FOR ARIZONA DECA STATE OFFICE

In order to serve on the 2022-2023 Arizona DECA State Officer Team, a candidate must:

- Be an active DECA member in good standing at the Chapter, State, and International levels.
- Be a currently-enrolled sophomore or junior in a Career and Technical Education (CTE) program and plan to enroll in a CTE program during the 2022–2023 academic year, unless all CTE program levels have been completed.
- Have the written approval of their Chapter Advisor, parent/guardian, and school administrator. *(NOTE: Chapter Advisors should only endorse candidates who embody the characteristics identified on Page 2 of this State Officer Application Packet.)*
- Have a cumulative grade point average of 2.75 or better *(an “A” letter grade being equal to a 4.0)* for three of the previous four semesters and maintain a grade point average of 2.5 or better during the term of office
- Have attended *(or in the case of District Conference, have registered to attend)* at least one of the following conferences during the current academic year:
 - Emerging Leader Summit
 - Fall Leadership Conference
 - Western Region Leadership Conference
 - District Conference
- Not be a voting delegate at the State Career Development Conference

Complete adherence of these qualifications is the responsibility of the candidate’s Chapter Advisor.

CAMPAIGN PROCEDURES

Prior to the Arizona DECA State Career Development Conference:

- ♦ Written campaign materials shall be limited to one 8.5" x 11" flyer. The candidate's picture may be included on the flyer. The candidate may choose to include a listing of the goals they have set, a brief plan of implementation, and a description of their academic, civic, and leadership-related experience. A copy of the flyer must be sent to Robert.Waller@azed.gov and approved before it is mass-produced or published on any social media platform.
- ♦ Beginning on Monday, February 7, 2022, the candidate may use any personal social media profile to promote their candidacy. Social media profiles not operated by the candidate are not to be used.
- ♦ Candidate speeches must be sent to Robert.Waller@azed.gov by Friday, February 11, 2022, for review and approval. Once approved, the speeches cannot be changed.

During the Arizona DECA State Career Development Conference:

- ♦ Campaigning begins on Saturday, February 26, 2022, at 8:00 a.m., and continues until the conclusion of the Election Session, with respect to curfew. Campaigning is only allowed within the conference center.
- ♦ Each candidate will receive a table at a designated location, where all campaigning will be allowed. The table will be freestanding without pipe and drape or access to power.
- ♦ Prior to and immediately after (*but not during*) all general sessions, campaigning will be allowed in and around the Arizona Grand Ballroom.
- ♦ No campaigning is allowed in competitive event rooms.
- ♦ Verbal networking is allowed throughout the Arizona Grand Resort & Spa.
- ♦ **IMPORTANT! DO NOT ATTACH OR POST CAMPAIGN MATERIALS ON ANY ARIZONA GRAND RESORT & SPA WALLS, FURNITURE, POLES, OR OTHER SURFACES!**

APPLICATION PROCEDURES

The following is the step-by-step process for applying to be a candidate for the Arizona DECA State Officer Team. Elections shall take place during the 2022 State Career Development Conference.

- Candidates must complete and submit the online application (located at www.bit.ly/SOT2022) no later than Friday, January 14, 2022, at 11:59 p.m.
- The following documents must be uploaded, in PDF format, to the online application:
 - A typed one-page resume
 - A letter of recommendation from the candidate's Chapter Advisor
 - An unofficial academic transcript (*including the current semester*)
 - A signed State Officer Permission Form (*see page 14*)
- Candidates must participate in an interview with the Arizona DECA State Officer Interview Committee on Tuesday, February 1, 2022. (*Interview details—time, location, etc.—will be provided following the submission and review of each candidate's State Officer Team application.*) Candidates must appear in business professional attire (*DECA blazers optional*) for their interview.
- At the interview, applicants must demonstrate competence in the following areas: academic diligence, commitment, courtesy, DECA knowledge, enthusiasm, etiquette, intelligence, leadership experience and success, maturity, oral communication skills, problem solving, and public relations.
- At the interview, candidates must take the Arizona DECA State Officer written exam (*see page 13.*)

Incomplete applications or applications submitted after Friday, January 14, 2022, will not be accepted.

CAMPAIGN PROCEDURES (CONTINUED)

Allowed Campaign Materials

- Signs on sticks made from poster board no larger than 22" x 28" (these may be two-sided.)
- Campaign table/booth area decorations
- Campaign buttons
- Campaign ribbons
- Campaign flyers *(must be approved as described on Page 4.)*
- Campaign giveaways with a value no greater than \$1.00 each. *(NOTE: Due to health and trash—related concerns, food—including candy, gum, and beverages—is not be given away. If you have questions regarding the appropriateness of campaign giveaways, please contact the Arizona State DECA Advisor, Mr. Robert Waller, at Robert.Waller@azed.gov.)*

Allowed Campaign Budget

You may spend up to \$300 for materials for your campaign. You must save your receipts and bring them with you to the State Career Development Conference for review by the Arizona DECA State Staff. *(Campaign expenses will not be reimbursed.)*

Campaign Table Rules

- No music or other loud noise *(such as chanting or shouting)*
- No disrespect to other candidates

IMPORTANT: On Friday, February, 25, 2022, the candidate must report to the Arizona DECA SCDC onsite Headquarters to have all campaign materials reviewed by the Arizona DECA State Staff.

ELECTION PROCEDURES

The following is the step-by-step process for the election of the 2022-2023 State Officer Team during the 2022 State Career Development Conference.

- During the Voting Delegate Session, all candidates will give one campaign speech to voting delegates, which is not to exceed two minutes in length.
- During the Election Session, all candidates will give one closing speech to voting delegates, which is not to exceed one minute in length.
- After the conclusion of all speeches during the Election Session, voting delegates will vote for their District Representative to the State Officer Team.
- The candidate with the highest vote share in each district will be elected to the Arizona DECA State Officer Team.
- Districts without a candidate, or with an unopposed candidate, will be allowed to vote from the entire field of candidates.
- Candidates with the highest vote share who were not elected in their home district will be elected to the Arizona DECA State Officer Team. *(NOTE: The Arizona DECA State Officer Team will be comprised of up to eight State Officers. The final number of Arizona DECA State Officers will be at the discretion of the Arizona DECA State Advisor.)*
- In the case of a tie, the candidate with the higher test score will prevail.
- Voting delegates who do not attend, arrive late to, or leave early at the Voting Delegate Session or Election Session, for any reason, will be disqualified.
- Those elected to office will be announced during the Grand Awards Session.
- Following the conclusion of the 2022 State Officer Leadership Development Institute (SOLDI), elections will be held for the positions of Arizona DECA State President, Vice President of Leadership Development, Vice President of Operations and Accountability, Vice President of Statewide Campaigns, Vice President of Competitive Events, and Vice President of Social Media and Communication from among and by the members of the newly-elected Arizona DECA State Officer Team.

ARIZONA DECA STATE OFFICER ROLES AND RESPONSIBILITIES

- Collaboratively develop and follow through on the annual Arizona DECA State Officer Team Program of Leadership.
- Participate in in-person and virtual chapter visits to promote Arizona DECA affiliation and programming.
- Participate in a variety of events and activities as student leaders of Arizona DECA.
- Assist with all district and state programming as requested by the Arizona DECA State Staff.
- Maintain regular and timely communication with fellow Arizona DECA State Officers, State Staff, Local Chapter Advisors and Members, and other stakeholders.
- Positively lead by example while representing the culture and values of Arizona DECA.
- Serve as a role model of ethical, professional, and responsible behavior.

PRESIDENT

- Provide overall leadership for the Arizona DECA State Officer Team.
- Oversee the development and follow through of the Arizona DECA State Officer Team Program of Leadership.
- Represent Arizona DECA student members as a voting member of the Arizona DECA High School Advisory Council and Board of Directors.
- Represent Arizona DECA at important business and political events.

VICE PRESIDENT OF LEADERSHIP DEVELOPMENT

- Assume the full duties and responsibilities of the State President in their absence.
- Work with Arizona DECA's Chapter Officers to ensure effective communication and collaboration throughout the state, and provide local chapters with tools and resources in Chapter Management, Leadership Development, and Membership Development.

VICE PRESIDENT OF OPERATIONS AND ACCOUNTABILITY

- Organize and maintain accurate records of all Arizona DECA State Officer Team tasks and activities to confirm all goals and responsibilities are being met in an effective and timely manner.

VICE PRESIDENT OF STATEWIDE CAMPAIGNS

- Design initiatives intended to support statewide goals and efforts in membership and community service.

VICE PRESIDENT OF COMPETITIVE EVENTS

- Develop and implement resources and toolkits to better prepare chapter members for success through DECA's competitive events programs.

VICE PRESIDENT OF SOCIAL MEDIA AND COMMUNICATION

- Develop and implement a consistent media strategy for Arizona DECA through social media and other communication outlets.

The table below lists events and activities from the current 2021-2022 academic year. A listing of required 2022-2023 Arizona DECA State Officer events will be shared with the State Officer Team after assuming office.

EVENT	DATE + LOCATION	WHAT'S COVERED
International Career Development Conference	April—May, 2021 Nashville, Tennessee	All Expenses (<i>1 meal per day</i>)
State Officer Leadership Development Institute (<i>SOLDI</i>)	June, 2021 Phoenix, Arizona	All Expenses (<i>2 meals per day</i>)
Emerging Leader Summit	July, 2021 San Diego, California	All Expenses (<i>2 meals per day</i>)
August Chapter Visit training	August, 2021 Scottsdale, Arizona	All Expenses (<i>2 meals per day</i>)
Class visits	August—October, 2021 (<i>Maximum of one class visit per week</i>)	
Leadership at Lost Canyon	August, 2021 Williams, Arizona	All Expenses (<i>2 meals per day</i>)
Fall Leadership Conference	September, 2021 Phoenix, Arizona	All Expenses (<i>2 meals per day</i>)
Western Region Leadership Conference (WRLC)	November, 2021 Scottsdale, Arizona	All Expenses (<i>2 meals per day</i>)
District Conferences	January, 2022 Home district plus two others	All Expenses (<i>1 meal per day</i>)
State Career Development Conference	February, 2022 Phoenix, Arizona	All Expenses (<i>2 meals per day</i>)

PLEASE NOTE: The above list is from the 2021-2022 academic year and is to be used as reference of the range of required Arizona DECA State Officer events and activities.

Provided: Official DECA Uniforms, two Arizona DECA polos

Approximate out-of-pocket State Officer expenses: \$750 (*Some meals, entertainment, etc.*)

AS AN ARIZONA DECA STATE OFFICER, I UNDERSTAND:

- I am expected to uphold a business professional appearance while conducting official DECA business. This appearance extends to a conservative hairstyle, no visible tattoos or piercings (*other than one set of earrings for females*), wrinkle-free and appropriate-sized apparel and dress, and minimal jewelry.
- Attendance at all of assigned events and activities is mandatory. I further understand I may be removed from office for failing to appear at any required event for any reason.
- At no point during my term in office am I allowed to use alcohol, tobacco (including electronic cigarettes), or illegal drugs, or create any perception of doing so.
- I am not allowed to participate in any form of inappropriate sexual behavior, harassment, or activity. I further understand romantic relationships among Arizona DECA State Officers is prohibited, and romantic relationships with other DECA members must be disclosed to the Arizona DECA State Advisor, Mr. Robert Waller.
- I am responsible for using any social media profile or tool in a professional manner, which includes not posting, liking, or sharing any inappropriate or controversial pictures, posts, or comments. I further understand I cannot utilize any online dating profiles during my term as an Arizona DECA State Officer.
- I understand I am responsible for my own transportation to and from DECA-sponsored events and activities unless otherwise noted. I further understand I will occasionally be transported by fellow Arizona DECA State Officers, local Chapter Advisors, chaperones, and commercial transportation providers.
- I am required to return loaned materials back to Arizona DECA. I further understand items not returned will be charged to my chapter for reimbursement.
- I will be required to miss numerous days of school to successfully accomplish my responsibilities as an Arizona DECA State Officer.
- All Arizona DECA business should be done either directly with the State Staff or through group communications. I further understand group communications that do not include the State Staff are prohibited and I will remove myself from them if I am currently subscribed to them.

AS AN ARIZONA DECA STATE OFFICER, I UNDERSTAND:

- All communication with local Chapter Advisors must include the Arizona DECA State Staff. I understand all school or program visits must be approved by the Arizona DECA State Staff.
- Acts of bullying, discrimination, hazing, intimidation, and prejudice are prohibited and will result in an immediate removal from office.
- Arizona DECA State Officers must show proper respect to all, including, but not limited to, Chapter Advisors, Arizona DECA State Staff, Board of Directors, and Arizona Department of Education Staff.
- My conduct while serving as an Arizona DECA State Officer, in both official and unofficial capacities, will reflect back upon Arizona DECA as a whole.
- This list of expectations is not all-inclusive, and additional expectations may be added by the Arizona DECA State Staff at any time during my term as an Arizona DECA State Officer.

STATE OFFICER WRITTEN EXAM

Questions for the Arizona DECA State Officer written exam will be based upon relevant information found on the websites listed below along with information contained in this State Officer Application Packet.

Thoroughly review all the content provided to be appropriately prepared for the Arizona DECA State Officer written exam.

- ◆ www.azdeca.org
- ◆ www.azdeca.org/governance
- ◆ events.azdeca.org
- ◆ www.deca.org/about
- ◆ www.deca.org/about/brand
- ◆ www.deca.org/about/governance
- ◆ www.deca.org/about/deca-staff
- ◆ www.ctsos.org

ARIZONA DECA STATE STAFF CONTACT INFORMATION

ROBERT WALLER

Executive Director & State Advisor

O: (602) 542—5354

M: (602) 622—5514

Robert.Waller@azed.gov

MAILING ADDRESS

1535 West Jefferson Street

Bin 42

Phoenix, Arizona 85007

JULIE ELLIS

Arizona Department of Education

CTSO State Director

O: (602) 542—5350

Julie.Ellis@azed.gov

PHYSICAL ADDRESS

100 N 15th Avenue

4th Floor

Phoenix, AZ 85007

STATE OFFICER CANDIDATE PERMISSION FORM

By signing below, I, _____, acknowledge that I've thoroughly read and understand the full contents of this Arizona DECA State Officer Application Packet. I understand that any deviation from the expectations outlined in this Guidebook is an automatic disqualification from office. I understand the duties and responsibilities involved in running to serve and serving as an Arizona DECA State Officer and I understand that consequences exist for any behavior unbecoming of a representative of Arizona DECA.

Student Signature: _____ Date: _____

By signing below, I authorize the student named above to run for the Arizona DECA State Officer Team and agree to support the student in their efforts during their election and their term of office. I also acknowledge that I've thoroughly read and understand the full contents of this Arizona DECA State Officer Application Packet.

Chapter Advisor
Signature: _____ Date: _____

By signing below, I authorize the student named above to run for the Arizona DECA State Officer Team and agree to support the student in their efforts during their election and their term of office. I also agree to provide a means of transportation for the student to fulfill their travel obligations throughout the state during their term of office. I also acknowledge that I've thoroughly read and understand the full contents of this Arizona DECA State Officer Application Packet.

Parent/Guardian
Signature: _____ Date: _____

By signing below, I authorize the student named above to run for the Arizona DECA State Officer Team and agree to support the student during their term of office. I understand that the student will be absent for numerous days throughout the academic year in order to accomplish their duties and I agree to help support them in excusing such absences. I also acknowledge that I've thoroughly read and understand the full contents of this Arizona DECA State Officer Application Packet.

Principal Signature: _____ Date: _____

PREPARING EMERGING LEADERS AND ENTREPRENEURS IN ARIZONA SINCE 1961

