



District Advisor Handbook

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Missouri DECA
Department of Elementary and Secondary Education
P.O. Box 480
Jefferson City, MO 65102
(573) 751-4367
Fax: (573) 526-4261
<http://dese.mo.gov/careered/deca.htm>

Introduction

Handbook Purpose

This *District Advisor Handbook* is designed to provide basic information for you to successfully perform your duties as a District Advisor. The *Handbook* should be used as a reference for information important for your role as a District Advisor, and as a resource for your district. In addition to the information provided under each section, you may wish to add district policies, conference planning information, minutes of past meetings, financial reports, or other records which could be of importance to your district operations. This central file of district information could be a valuable resource for future district leaders.

Missouri DECA

Missouri DECA is a career and technical student organization with more than 8,500 members in 179 chapters in high schools and career centers across the state. Missouri DECA ranks sixth in terms of membership of all state associations. The success of Missouri DECA has been built upon a strong organizational base with dedicated, capable leaders to serve the organization. The position of District Advisor is one of the most important of these state leadership positions.

Missouri is divided into 12 geographic areas called DECA Districts. Each chapter is assigned to a district. Districts vary from large geographic areas with relatively fewer members such as District 2 in central Missouri and District 12 in the boot heel, to districts which cover smaller areas but have a high concentration of members such as District 6 in the eastern part of the state. A map of the DECA Districts with a list of chapters in each can be found in Section 4 of this *Handbook*.

Districts serve several important functions in the state organizational structure.

- ◆ **Officer Election:** Each district elects a District Vice President to serve on the state action team. The District Vice President also provides student leadership for district activities.
- ◆ **Leadership Training:** Districts may conduct a Leadership Training session in the fall for DECA members.
- ◆ **Professional Development:** By meeting regularly to conduct district business chapter advisors share ideas and learn from each other about DECA and program activities.
- ◆ **District CDC:** Districts operate Career Development Conferences for the purpose of giving the members opportunities to participate in the competitive events program and to select winners who represent their schools and the district at the State Career Development Conference. Over four times as many students are able to participate in a District CDC as participate in the State CDC.
- ◆ **Quotas:** Although the size of districts varies, each district receives a representative number of participation slots at the State Career Development Conference based on the number of members in the district.

The District Advisor plays a crucial role in the success of each of these functions. While each district determines its own method for selecting the District Advisor, the individual who fills that role must recognize that it is an important leadership position; for the student members, the chapter advisors, and the state association. It requires skill, organization, and dedication to serve as leader of your peers in a voluntary position. Those who have served before you have established a foundation of success on which you can build to provide a better educational experience for DECA members in your district.

Leadership Roles

A strong state association is built upon individuals who assume leadership roles and effectively fulfill those roles. The success of these leaders is dependent upon a commitment to the role and the organization, the skills and abilities to carry out those responsibilities, and the support of the organization and its members.

In addition to the leadership provided by the State Action Team, adult leadership is provided through these established leadership positions:

The **STATE ADVISORS** have primary responsibility for the operation of the state association. In Missouri the state advisors are employees of the Department of Elementary and Secondary Education with DECA as part of their job description. The state advisors' responsibilities range from membership and new chapter development to conference planning to fiduciary responsibility for the state association.

The **BOARD OF DIRECTORS** has primary responsibility for establishing policies for the operation of the state association. Six chapter advisors, each representing two districts, are elected by those districts for three year terms on the Board.

The **DECA INCORPORATED REPRESENTATIVES** are Missouri's representatives on the corporate board of DECA. They attend the annual meeting of DECA, INC. to fulfill their responsibilities of membership. The number of representatives for any state is based upon membership. Missouri currently has three representatives. The positions are filled by the State Advisors and the President of the Board of Directors.

The **DISTRICT ADVISORS** are selected by each district to provide leadership for all district activities, except those directly related to competitive events. District advisors work closely with the District Vice-President.

The **DISTRICT COMPETITIVE EVENT DIRECTORS** are selected by the State Advisor to operate the competitive events program in each district. The Competitive Events Directors plan and conduct the District Career Development Conference and process the chapter registrations for the State Career Development Conference.

The **STATE OFFICER ADVISORS** are selected by the State Advisor to assist with the training of the State Action Team and to coordinate their program of activities through out the year. The State Officer Advisors also assist with officer functions at the State CDC and International CDC.

The **LEADERSHIP ACADEMY DIRECTORS** are selected by the State Advisor. They provide leadership training during the Fall Leadership Conference and for the Leadership Delegates at the State CDC.

State Staff

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Missouri DECA State Advisor

Supervisor

Business, Marketing and Information Technology

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Collegiate DECA State Advisor

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Department of Elementary and Secondary Education

P.O. Box 480

Jefferson City, MO 65102-0480

Street Address:

5th Floor, Jefferson State Office Building

205 Jefferson St.

Jefferson City, MO 65101

Missouri DECA Board of Directors 2015-2016

Larry Anders

President

Districts: 6 & 7

Term: 2017

larry.anders@fhdschools.org

Francis Howell High School

7001 Highway 94 South

St. Charles MO 63304-2217

(636) 851-4729

Fax: (636) 851-4120

Dede Moore

President Elect

Districts: 11 & 12

Term: 2017

dmoore1@spsmail.org

Springfield-Parkview High School

516 W Meadowmere

Springfield MO 65807-1494

(417) 523-9200

Fax: (417) 523-9295

Carol Bolin

Secretary

Districts: 4 & 10

Term: 2016

cbolin@fortosage.net

Ft. Osage Independence Center

1023 Independence Center Dr.

Independence MO 64057

(816) 795-3305

Fax: (816) 795-3302

Sara Whelan

Member

Districts: 2 & 5

Term: 2016

swhelan@dutchmen.us

Owensville High School

3336 Highway 19

Owensville MO 65066-0536

(573) 437-2174

Fax: (573) 437-7174

Matt Magnuson

Member

Districts: 1 & 3

Term: 2018

magnusonm@parkhill.k12.mo.us

Park Hill High School

7701 N.W. Barry Road

Kansas City MO 64153-1731

(816) 359-6373

Fax: (816) 359-4119

Bryce Bunton

Member

Districts: 8 & 9

Term: 2015

bryce.bunton@kirkwoodschoools.org

Kirkwood Sr High School

801 W Essex Avenue

Kirkwood MO 63122-3608

(314) 213-6110

Fax: (314) 984-4412

Tammy Stains

Ex-Officio

tammy.stains@dese.mo.gov

DESE

Jefferson City

MO 65102

(573) 751-4367

Missouri DECA Chapters

2015-2016

Missouri DECA
P.O. Box 480
Jefferson City, MO 65102
(573) 751-4367 - Fax (573) 526-4261



District 0

Missouri DECA

District 1

Cameron High School
Excelsior Springs Career Center
Kearney High School
Liberty High School
Liberty North High School
North Kansas City High School
Oak Park High School
Park Hill High School
Park Hill South High School
Platte County High School
Savannah High School
Smithville High School
South Harrison High School
St. Joseph-Benton High School
St. Joseph-Central High School
St. Joseph-Lafayette High School
Staley High School
Winnetonka High School

District 2

Battle High School
Boonslick Career & Tech
Columbia-Hickman High School
Frederick Douglass High School
Fulton Sr. High School
Hannibal Career & Tech Center
Linn County Area Career & Tech
Mexico Area Career Center
Moberly Area Tech Center
Montgomery County High School
Putnam County High School
Rock Bridge Sr High School
Scotland County High School

District 3

Belton High School
Blue Springs High School
Blue Springs South High
Blue Springs Valley View High
Center Sr High School
Grandview Sr High School
Hickman Mills High School
Independence Academy
KC Northeast High School
KC Paseo Academy
Lee's Summit High School
Lee's Summit North High School
Lee's Summit West High School

Raymore-Peculiar High School
Raytown South High School
Raytown High School
Ruskin High School
Truman High School
Van Horn High School
William Chrisman High School

District 4

Carrollton Area Career Center
Cass Career Center
Clinton Technical School
Ft. Osage Career & Tech Center
Ft. Osage Independence Center
Leeton High School
Lexington High School
Montrose High School
Oak Grove High School
Odessa High School
Pleasant Hill High School
Saline County Career Center
Smith Cotton High School
Warrensburg Area Career Center

District 5

California High School
Camdenton High School
Eldon
Eldon Career Center
Hermann High School
Morgan County R-II High School
Nichols Career Center
Owensville High School
Rolla Technical Institute
School of the Osage
St. Elizabeth High School
Tipton High School
Waynesville Career Center

District 6

Four Rivers Career Center
Francis Howell Central High
Francis Howell High School
Francis Howell North High
Ft. Zumwalt East High School
Ft. Zumwalt North High School
Ft. Zumwalt South High School
Ft. Zumwalt West High School
Holt Sr High School
Timberland High School
Troy Buchanan High School

Union High School
Warrenton High School
Winfield High School

District 7

Hazelwood Central High School
Hazelwood East High School
Hazelwood West High School
Jennings High School
McCluer High School
McCluer North High School
McCluer South-Berkeley High
Normandy High School
Orchard Farm Sr High School
Pattonville Sr High School
Ritenour Sr High School
Riverview Gardens Sr High School
St. Charles High School
St. Charles West High School

District 8

Beaumont Technical High School*
Clayton High School
Confluence Prep Academy
Gateway High School
Ladue Horton Watkins High School
Madison College Prep**
Pacific High School
Parkway Central High School
Parkway North High School
Parkway South High School
Parkway West High School
Roosevelt High School
St. Clair High School
Sullivan Sr High School
University City Sr High School
Vashon High School

District 9

Afton High School
Bayless Sr High School
Crystal City High School
DeSoto Sr High School
Eureka Sr High School
Festus Sr High
Fox Sr High School
Hancock Sr High School
Kirkwood Sr High School
Lindbergh Sr High School
Marquette Sr High School
Mehlville High School
Northwest High School

Oakville Sr High School
Rockwood Lafayette Sr High
Rockwood Summit Sr High School
Seckman Sr High School
Webster Groves High School
Windsor High School

District 10

Carthage Technical Center
Diamond High School
East Newton High School
El Dorado Springs High School
Franklin Technology Center
Lamar Career & Tech Center
McDonald County High School
Neosho High School
Nevada Regional Tech Center
Sarcoxie High School
Scott Regional Tech Center
Seneca High School*
Webb City High School

District 11

Bolivar High School
Branson High School
Dora High School
Gainesville High School
Logan-Rogersville High School
Ozark High School
Ozark Mountain Tech Center
Reeds Spring High School
Republic High School
Seymour High School
South Central Career Center
Springfield-Central High School
Springfield-Glendale High School
Springfield-Hillcrest High School
Springfield-Kickapoo High School
Springfield-Parkview High School
Willard High School

District 12

Cape Girardeau Career & Tech
Dexter High School
Fredericktown High School
Kennett Career & Tech Center
Park Hills Central High School
Perryville Area Career & Tech Ctr
Poplar Bluff High School
Sikeston Career & Tech Center

176 chapters strong!

* = Indicates chapter not affiliated last year. ** = Indicates new program.

Duties of the District Advisor

The District Advisor is responsible for all leadership activities in the District except those directly related to planning and conducting the District competitive events program. Those responsibilities are the job of the District Competitive Events Director. Most often the District Career Development Conference is jointly planned by the District Advisor and Competitive Events Director.

Specific responsibilities of the District Advisor include:

1. Plan and conduct regular meetings of chapter advisors in the district
2. Develop a calendar of district activities
3. Maintain an accurate directory of DECA advisors in the district
4. Maintain a record of meetings and files of meeting minutes
5. Disseminate information to chapter advisors
6. Supervise the accounting and recordkeeping activities of the district Treasurer
7. Submit to the state advisor the annual District Financial Report prepared by the Treasurer
8. Assist the district vice president with their program of activities
9. Plan and conduct the election of district vice president according to district guidelines and procedures
10. Provide or arrange for District Vice President transportation to state meetings when required.
11. Plan and conduct the fall leadership conference for the district
12. Supervise the district caucus session at state fall leadership and election conference
13. Plan and conduct district meetings at the State CDC in cooperation with the District Vice President
14. Represent the District at state meetings
15. Communicate with the Board of Directors representative for your district
16. Provide leadership and assistance to chapter advisors in the district

POLICY MANUAL: Please refer to the following sections of the Missouri DECA Policy Manual for more information.

- Section 4.3: Selection of the District Advisor
- Section 4.4: Duties of the District Advisor

Official Dress Code for the DECA International Career Development Conference

Professional appearance is an important aspect of the overall preparation of DECA members for the business world. To that end, DECA supports a dress code for its career-based functions that exemplifies the highest standards of professionalism while being non-discriminatory between males and females.

DECA's board of directors has developed the following official dress standards for the International Career Development Conference. Students, advisors and chaperones must follow the dress code.

Competitors must wear an official DECA blazer during interaction with the judges. ***While official DECA blazers are not required during briefing and testing, professional business dress is required.*** Professional dress should also be worn to all conference sessions including workshops and special meal functions such as luncheons.

For a more polished, professional appearance, it is recommended that students wear appropriate hosiery/socks.

An official DECA blazer is required to receive recognition/an award on stage.

When Appearing Before Judges

Females

Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes

Males

Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

DECA General Sessions, Meal Functions

Females

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes

Males

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

Event Briefing, Manual Registration and Testing, Leadership Activities/Institutes

Females

Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes

Males

Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks

DECA Business Casual

Casual slacks (e.g., Dockers), blouse or shirt, casual shoes.
Jeans, t-shirts and athletic shoes are ***not*** included in business casual attire.

The following are unacceptable during DECA activities:

- Skin-tight or revealing clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Midriff-baring clothing
- Athletic clothing
- Swimwear

When judging adherence to the dress code, DECA asks that advisors, teachers and chaperones use observation as the tool for assessing compliance. DECA does not support or condone the touching of students or their clothing as a means of determining whether or not a student is following the dress code guidelines.

Missouri DECA Comprehensive Consent Form

2015-2016

The Missouri Association of DECA requires each delegate attending a state association approved conference to read and complete this form and return it to the Chapter Advisor as partial completion of the registration requirements. Completion and signing of this form indicate that the DECA member, DECA member's parent or guardian, school administrator, and chapter advisor have read this form and approve its contents. Consent and approval indicated by the signing parties are applicable to the following Missouri DECA activities:

- Fall Leadership and State Officer Election Conference — Lake Ozark • October 18-19, 2015**
- State Officer Training Conference — Lake Ozark • November 7-8, 2014**
- Central Region Leadership Conference — Kansas City, MO • November 20-22, 2015**
- State CDC Planning Meeting — Lake Ozark • January 16-17, 2016**
- Missouri ACTE Legislative Day — Jefferson City • February 10, 2016**
- State DECA Career Development Conference — Lake Ozark • March 13-15, 2016**
- International DECA Career Development Conference — Nashville, TN • April 23-26, 2016**

TRAVEL CONSENT

I hereby give my son daughter , _____, permission to participate in the Missouri DECA activities listed above.

MEDICAL CONSENT

I, _____, _____, of _____, _____,
(Name of Parent Guardian) (Relationship to Member) (Name of Member) (Age)

_____, of _____,
(Social Security Number) (Complete Home Address, Including Zip Code)

_____, hereby authorize in advance any necessary medical treatment required by my
(Home Phone Number)

son/daughter listed above while he/she is absent from home while participating in any of the activities listed above.

Parent's work phone number: (____) _____ Parent's cell phone number: (____) _____

Family Physician's Name: _____ Phone: (____) _____

Street/City/State/Zip: _____

List all medications allergic to: _____

**Please make a COPY OF BOTH THE FRONT
AND BACK OF YOUR HEALTH INSURANCE COMPANY CARD
and attach to this document.**

INTERNET CONSENT

I hereby give Missouri DECA permission to post the name and pictures of the above member on the Missouri DECA website for DECA related activities.

If you do **not** want your name or picture posted to the website, sign here: _____

DELEGATE CONDUCT PRACTICES AND PROCEDURES

1. The term "delegate" shall mean any DECA member, including advisors, attending Missouri DECA approved activities.
2. There shall be no defacing of public property. Any damages to any property or furnishing in the hotel rooms or building must be paid for the individual or chapter responsible.
3. Delegates shall keep their adult advisors informed of their activities and whereabouts at all times.
4. Delegates should be prompt and ready for all activities and financially prepared for all possibilities.
5. Dates shall be permitted between delegates only and to authorized activities only.
6. No alcoholic beverages or narcotics in any form shall be possessed by delegates at any time, under any circumstances.
7. No smoking will be permitted.
8. No delegates shall leave the conference site (except for authorized activities) unless permission has been received from the Chapter Advisor.
9. Delegates are required to attend all general sessions and activities assigned, including workshops, competitive events, committee meetings, etc. for which they are registered unless engaged in some specific assignment taking place at the same time.
10. Identification badges will be worn at all times, and competitors must be prepared to show picture identification.
11. Appropriate dress of businesslike attire is expected. DECA blazers are proper for any conference activity.
12. Chapters will be responsible for delegates' conduct.
13. No boys in girls' rooms, no girls in boys' rooms without the door wide open and permission of Chapter Advisor or chaperone.
14. Students are not allowed to drive to any State, Regional or International DECA event. All delegates (including advisors) to these conferences are expected to travel as a delegation, attend the entire conference and complete all conference activities.
15. Delegates violating or ignoring any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive events participants being disqualified. Individual delegates may be sent home immediately at their own expense. Curfew will be enforced. Curfew means delegates will be in assigned rooms.
16. Delegates shall not engage in any lewd, indecent, sexual, or obscene act or expression. Delegates shall not engage in verbal, physical, or sexual harassment, hazing, or name-calling. The use of slurs against any person on the basis of race, color, creed, national origin, ancestry, age, sex, sexual orientation, or disability is prohibited.

I approve the student named on page 1 to attend and travel to the Career Development Conference and other listed activities of DECA. I realize that violation of any rules can result in the immediate return of the student, at his or her own expense, to his/her home community. It is the responsibility of the parent/guardian to meet the delegate at the airport, bus terminal, etc., should it be necessary to send the delegate home.

Furthermore, I have read and fully understand the Missouri DECA Delegate Conduct Practices and Procedures and agree to comply with these conduct guidelines. I am aware of the consequences that will result from violation of any of the above guidelines.

(Parent or Guardian Signature)

(Date)

(DECA Member Signature)

(Date)

(Chapter Advisor Signature)

(Date)

(School Official Signature)

(Date)

(SIGNATURES REQUIRED)



2015-2016 Missouri DECA Calendar

2015

2016

SEPTEMBER

- 25 **Deadline:** *Registration for Fall Leadership and State Officer Election Conference*
Deadline: *State Officer Candidates' Application due in mail*

OCTOBER

- 5 **Deadline:** *State Officer Candidates' Videos due to State Advisor*
20 **Deadline:** *Registration for Central Region Leadership Conference*
18-19 **Fall Leadership and State Officer Election Conference-Lake Ozark**

NOVEMBER

- 2 **Deadline:** *Honorary Life Membership Award and Outstanding Service Award Candidate Nomination to DECA*
7-8 *State Officer Training Conference/District Advisor Meeting – Lake Ozark*
12 *DECA Idea Challenge 2015 begins (DECA Inc. Event)*
14 **Deadline:** ***Initial Online Membership Roster due midnight at <http://www.deca.org/membership/> **A chapter must have 10 members registered by this date to be eligible to compete at Districts in February 2016. Additions to membership may continue to be added through March 1, 2016.*
16-22 *Global Entrepreneurship Week*
20-22 **Central Region Leadership Conference – HOSTING in Kansas City**
19 *DECA Idea Challenge 2015 entries due (DECA Inc. Event)*

DECEMBER

- 1 *All DECA Inc. Campaigns are due (DECA Inc. Event)*

All calendars may be found at
http://dese.mo.gov/divcareered/deca_calendar.htm

JANUARY

- 9 *Missouri DECA Board Meeting*
15 **Deadline:** *School-based Enterprise certification documentation due*
16-17 *State CDC Planning Meeting/CED Meeting - Lake Ozark*

FEBRUARY

- 1-29 *Career and Technical Education Month*
?? **District Career Development Conferences**
10 *Missouri ACTE Legislative Day-State Capitol <http://www.mo-acte.org/>*
22 **Deadline:** *State CDC Registration due*

MARCH

- 1 **Deadline:** *Postmarked Missouri DECA Scholarships to Foundation for Missouri DECA http://dese.mo.gov/careered/deca_scholarships.htm*
1 **Deadline:** *Postmarked National DECA Advisor Scholarships to DECA Inc.*
13-15 **State Career Development Conference - Lake Ozark**
16 *International CDC Registration – Following State CDC Awards Session*

APRIL

- 22-27 **DECA International Career Development Conference - Nashville, TN (Includes traveling days)**

MAY

- 19 *Excellence in Marketing Education Reception-Jefferson City*



2015 – 2019 Future Conference Dates

Chapter Association Management Conference

- ◇ August 13-15, 2015 – Nashville, Tennessee

Fall Leadership and State Officer Election Conference

- ◇ October 18-19, 2015 – Lake Ozark, Missouri
- ◇ October 16-17, 2016 – Lake Ozark, Missouri
- ◇ October 15-16, 2017 – Lake Ozark, Missouri
- ◇

State Officer Training Conference

- ◇ November 7-8, 2015 – Lake Ozark, Missouri
- ◇ November 5-6, 2016 – Lake Ozark, Missouri
- ◇ November 4-5, 2017 – Lake Ozark, Missouri

Central Region Leadership Conference

- ◇ November 20-22, 2015 – Kansas City, Missouri

State CDC Planning Meeting

- ◇ January 16-17, 2016 – Lake Ozark, Missouri
- ◇ January 15-16, 2017 – Lake Ozark, Missouri

State Career Development Conference

- ◇ March 13-15, 2016 – Lake Ozark, Missouri
- ◇ March 12-14, 2017 – Lake Ozark, Missouri
- ◇ March 11-13, 2018 (Location Change – Kansas City, Missouri)

International Career Development Conference

- ◇ April 22-27, 2016 – Nashville, Tennessee
- ◇ April 26-29, 2017 – Anaheim, California
- ◇ April 21-24, 2018 – Atlanta, Georgia
- ◇ April 27-30, 2019 – Orlando, Florida
- ◇ April 29-May 2, 2020 – Nashville, Tennessee

Missouri Collegiate DECA Future Conference Dates

Collegiate DECA State Career Development Conference (coming soon)

Collegiate DECA International Career Development Conference

- ◇ April 16-19, 2016 – Washington, D.C.



Diamond Award

The **Missouri DECA Diamond Award** is presented each year at the State Career Development Conference **to Chapter Advisors** for the outstanding contributions made to their District.

Each district may submit one recipient for this award. A maximum of 12 individuals may be recognized annually (one for each District).

The qualification form must explain *why the individual should be receiving this award* and is **to be submitted by the District Advisor** to the State DECA Advisor.

In order to be eligible for this award, the recipient must be a current DECA Chapter Advisor.

The following criteria are considered in the selection of a recipient:

1. A nomination form must be completed which states the contributions of the individual to the DECA District.
2. The nominee must attend the State Career Development Conference.
3. The nomination form may be *emailed* or *postmarked*, but must be submitted **by March 1**.

This nomination can be opened and you will be able to type directly in the areas provided. You can submit by clicking in the upper right, or save the file and send via email.

Diamond Award Nomination

*This nomination must be submitted to the State Office by **March 1**.*

Nominee's Name _____

Chapter _____ District # _____

This individual has served as a Chapter Advisor for _____ years.

*Our district submits the **Diamond Award** nomination for the above named for the following reasons:*

_____ *will make the presentation at the Monday evening Advisor's meeting.*

_____ District Advisor's Signature _____ Date

List all accomplishments which qualify the nominee for this award. Include a minimum of 5 items (in addition to #1)

Our Chapter submits the **Friends of DECA** nomination based on the following.

1. This individual has participated and assisted with the Marketing and Cooperative Education program for ____ years.
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Chapter Advisor's Rationale for Nomination:

Chapter Name _____

School Name _____ Date _____

Signature Chapter Advisor

Signature Chapter President



Crystal Catalyst Award

The **Missouri DECA Crystal Catalyst Award** is presented each year at the State Career Development Conference **to one Advisor** who has shown initiative in providing **innovation, encouragement and enthusiasm** in a manner that **benefits the entire Missouri DECA Association**.

This nomination form must explain *the individual's contributions to the state association and the beneficial results* and is **to be submitted to the State Advisor**.

In order to be eligible for this award, the recipient must be a current DECA Chapter Advisor.

The following criteria are considered in the selection of a recipient:

1. A nomination form must be completed which states the contributions of the individual to the DECA District.
2. The nominee must attend the State Career Development Conference.
3. The nomination form may be *emailed* or *postmarked*, but must be submitted **by March 1**.

This nomination can be opened and you will be able to type directly in the areas provided. You can submit by clicking in the upper right, or save the file and send via email.

Crystal Catalyst Award Nomination

*This nomination must be submitted to the State Office by **March 1**.*

Nominee's Name _____

Chapter _____ District # _____

*Please provide contributions the nominee has made to Missouri DECA. List specific contributions, the benefits and results from each which qualify the person to be a recipient of the **Crystal Catalyst Award***

_____ Advisor's Signature

_____ Date



Foundation for Missouri DECA 2015 Scholarships

The Foundation for Missouri DECA provides scholarships for members of Missouri DECA who plan to continue their studies in marketing, finance, hospitality, management, entrepreneurship, business administration, or a related field at an accredited two or four year college or university. The official Missouri DECA Scholarship Application must be used to apply for scholarships for which one is eligible. Students are able to apply for multiple scholarships, if eligible. Please review the requirements for each scholarship. Completed applications must be postmarked by **Saturday, February 28, 2015**. Scholarship recipients will be announced at the State CDC Opening Session on March 15, 2015. All applicants must be graduating seniors.

Available Scholarships

Lester B. Kesterson Scholarship

\$1,000

This scholarship honors retired Director of Marketing and Cooperative Education and Missouri DECA State Advisor Lester B. Kesterson. Eligible applicants must be enrolled in a DESE-approved Marketing or Cooperative Career Education program, be an active DECA member, and must attend the State CDC as a competitive event participant. Funds for this award are provided by interested individuals and organizations, as well as the Foundation for Missouri DECA. A maximum of three students may receive this award annually. The criteria for awarding this scholarship are scholastic ability and demonstrated leadership.

Jim Shelenhamer Memorial President's Scholarship

\$1,000

This memorial scholarship honors past Missouri DECA State President, Jim Shelenhamer. The current Missouri DECA State President is eligible to apply for this scholarship. The criteria are that the applicant completes a successful Program of Activities during their officer term and represents Missouri DECA honorably.

Bud Hartley Memorial Scholarship

\$1,000

This scholarship is in memory of past Missouri DECA Board President and Waynesville DECA chapter advisor, Mr. Bud Hartley. Eligibility is based upon successfully participating in the internship component of a DESE-approved Marketing or Cooperative Career Education program and being an active DECA member. **This scholarship has the following additional requirements:** a letter of recommendation from the chapter advisor describing the nominee's participation in the internship and how it impacted the student *and* an essay prepared by the student describing how their involvement in DECA and the internship made a difference in their life. Each Missouri DECA chapter is eligible to submit **one** application.



Foundation for Missouri DECA 2015 Scholarships

Kent McDaniel Memorial Scholarship

\$1,000

This scholarship is in memory of past Missouri DECA Board President and Springfield Parkview DECA chapter advisor, Mr. Kent McDaniel. The nominee should exemplify a student whose life has been positively impacted as a result of their involvement in Marketing or Cooperative Career Education and DECA. **This scholarship has the following additional requirements:** a letter of recommendation from the chapter advisor describing how the nominee has been impacted by membership in DECA's program and student organization *and* an essay prepared by the student about how involvement in DECA and the education program has made a difference in their life. Each Missouri DECA chapter is eligible to submit **one** application.

Lead a Legacy Scholarship

\$1,000

Missouri DECA members benefit greatly from the continued commitment and service provided by its alumni. This scholarship honors the tradition of giving back to continue the legacy of excellence. Nominees should exemplify qualities of servant leadership and a spirit of making a positive difference through community service. **This scholarship has the following additional requirements:** a letter of recommendation describing the nominee's character and service to others *and* an essay prepared by the student about their philosophy on giving back and their plans to help future Missouri DECA members.

Gary & Deborah Altrup Scholarship

\$1,000

Every scholar grows through guidance, support and opportunity. Deborah and the late Gary Altrup gave, and continue to give, their children all the love and guidance they could have asked for, while exposing them to a world of possibilities for the future. This scholarship was founded to continue their legacy by providing one exceptional scholar with the chance to continue their education and seize their own opportunity. **This nominee for this scholarship must also meet the following additional requirements:** minimum GPA of 3.5; hold or have held a DECA leadership position at the chapter or state level **AND/OR** have attended a state or national DECA Leadership Conference; have participated and placed in DECA competition at the state **AND/OR** national level during any year of DECA involvement, excluding 2015.



Foundation for Missouri DECA 2015 Scholarship Application

First/Middle/Last Name:

Home Street:

Home City:

Home Zip Code:

Home Phone:

Email Address:

DECA Chapter:

Dates of DECA Membership:

Check the scholarship(s) for which you wish to be considered:

- Lester B. Kesterson Scholarship
- Jim Shelenhamer Memorial President's Scholarship
- Bud Hartley Memorial Scholarship
- Kent McDaniel Memorial Scholarship
- Lead a Legacy Scholarship
- Gary & Deborah Altrup Scholarship

Please provide the following information on attached sheets:

1. Describe your career plans and goals for the future. Explain how you will apply the knowledge, skills and attitudes you have gained through participation in DECA to achieve your goals.
2. List honors, awards and leadership positions through involvement in DECA and other school, work and community organizations.
3. List volunteer/community service activities in which you have participated.
4. Identify the college/university you plan to attend and your desired major. Explain why you've chosen this institution and your major.
5. Furnish an official copy of your high school transcripts and your score(s) on the Scholastic Aptitude Test (SAT) or the American College Testing (ACT) exam.
6. Furnish three letters of recommendation.
7. The Hartley, McDaniel, Lead a Legacy, and Gary & Deboarh Altrup scholarships have additional requirements which must be submitted. (Note: For the Gary & Deborah Altrup Scholarship, please detail (1) the DECA leadership position(s) and year(s) you held a chapter or state office AND/OR the year(s) you attended a state or national DECA leadership conference, AND (2) the year(s) and event(s) you participated and placed in DECA competition at the state and/or national level.)



Foundation for Missouri DECA 2015 Scholarship Application

Signatures of Assurance

I certify that the information provided in this application is correct and accurate. Should I be awarded a scholarship, I agree to pay strict attention to my studies and to the regulations of the college or university.

Signature of Applicant

Date

Signature of Parent or Guardian

Date

Signature of DECA Chapter Advisor

Date

Completed applications must be postmarked by **Saturday, February 28, 2015** to:

Foundation for Missouri DECA
Scholarship Committee
5829 Tholozan Avenue
St. Louis, MO 63109

Best of Luck!

State Fall Leadership and Officer Election Conference

Beginning in fall of 2012, each district will have the opportunity to conduct an officer election sessions **at the State Fall Leadership Conference** where District Vice Presidents will be elected. The Fall Conference can play a critical role in developing motivation and membership for DECA chapters. It gives students the opportunity to experience DECA beyond the confines of the local school classroom. A State Fall Conference program which combines leadership workshops, presentations by business people on the latest in marketing innovations, and sessions on DECA programs and competitive events is a valuable learning experience for students which will increase their interest in DECA and often sets the stage for a successful year for individual student members and the DECA chapter.

Planning and conducting the State Fall Leadership Conference is the responsibility of the State Advisor, with the assistance of District and Chapter advisors. Each district determines the agenda for their individual meetings based on the needs of chapters in the District with the ultimate goal being to elect their District Vice President to serve on the State Officer Team.

Optional:

Districts may choose to conduct their own Fall Leadership Conference, in conjunction with the State Fall Leadership and Officer Election Conference with **DVPs still being elected at the State FLC**.

Helpful Hints:

While specifics will vary with districts, if the district decides to host their own Fall Conference, the following are important components in planning

- ◆ Schedule the date and facility as soon as possible. A year or more prior to the conference would be ideal, but certainly the conference date and facility should be scheduled by the spring prior to the conference.
- ◆ The facility should be adequate for the number of anticipated participants and the conference format. The number of general sessions, breakout sessions, and meal functions are considerations in selecting facilities. Also parking, security, rental fees for space, set up charges for meetings, and audio-visual expenses should be considered as part of the facility selection process.
- ◆ A conference budget should be developed based on a set registration fee, anticipated number of attendees and expected expenses. Expenses to consider should be those associated with the facility, food service, speakers, materials and printing, clean-up fees, and extra security.
- ◆ The conference registration materials, process, and fees should be established soon after the date and facility have been determined. Registration materials should be disseminated as early as possible. A clearly written description of the registration process should be included with the registration materials given to the chapter advisors. The process description should include deadline dates, "pay to" information, mailing address for the materials and payments, and a description of how registration will be handled at the conference site.
- ◆ Expectations for attendees should be clearly communicated in the conference registration materials. The Delegate Conduct and Dress Codes should be part of the registration

materials, with direction that chapter advisors work with their students to meet these expectations.

- ◆ Registration which uses a database will facilitate conference management. The database can produce chapter rosters, print nametags and certificates, produce invoices, assign students to workshops, and other items useful for managing a conference.
- ◆ Speakers and workshops should be scheduled into the program based on time frames and facilities available. Speakers should be confirmed in writing and provided pertinent information, including time – both starting and ending – for their presentation, place, purpose of the conference and description of the audience, AV support available, parking, payment arrangements, and contact information. A follow-up confirmation shortly before the conference date is a good idea.
- ◆ Printed materials should be developed early, but not printed until the last practicable date. This allows for last minute changes and corrections to the materials. A printed conference program should be provided. All students should have nametags, whether provided by the district from registration materials or produced by local chapters. Other printed materials such as signs, participant certificates, and awards add to the quality of the conference experience.
- ◆ Arrangements for food service, including attendee meals and speaker hospitality, should be arranged and the information provided as part of the conference registration materials. If food service is not included in the conference activities then options for meals and refreshments should be made known to attendees and speakers.
- ◆ The District Advisor should work closely with the District Treasurer on the finances of the conference. Accurate registration information should be provided for invoices to chapters. Registration payment received should be reconciled against the actual chapter registration. Any bills should be approved by the District Advisor and promptly submitted to the Treasurer for payment. A report on the finances of the Fall Conference should be made available to the chapter advisors upon completion of all financial transactions.

A District Fall Conference is primarily the responsibility of the District Advisor, but can only be successful with the commitment and assistance of the chapter advisors. There should be shared responsibility in planning the conference, and shared responsibility in the operation of the conference.

District Vice President Duties and Election

District Vice President Duties

The District Vice President presides over all district meetings and activities as deemed necessary by the District Advisors and District Competitive Events Directors. As a member of the State Action Team they:

- ◆ Serve as a liaison between the Missouri Association of DECA and the local chapters within each district
- ◆ Provide articles and pictures for publicity
- ◆ Assist the State Secretary with special projects within their districts
- ◆ Carry out the State Action Team Program of Activities
- ◆ Perform duties as directed by the State President
- ◆ Assume a leadership role at the State Career Development Conference

See additional information about the duties for District Vice Presidents in the State Officer General Responsibilities section of Section 11 of this Handbook.

District Vice President Election

The District Advisor is responsible for planning and conducting the election of the District Vice President. Many districts make this the focus of their Fall Conference. Other districts use established procedures to elect the District Vice President. The critical requirement, as established in the Missouri DECA Policy Manual and cited below, is that the District Vice President be identified through an election process. Every member who meets the district eligibility requirements should have an opportunity to run for election. The district adoption of state level eligibility requirements and procedures is recommended. Each student member should have the opportunity, either directly or through a representative, to cast a vote for the election of District Vice President.

POLICY MANUAL: Please refer to the following sections of the Missouri DECA Policy Manual for more information.

- Section 3.5: Election of District Vice Presidents
- Section 3.7: District Vice Presidents Elected to Executive Office
- Section 3.8: Requirements of District Vice Presidents and State Officers

State Action Team

The State Action Team is composed of the four state officers elected at the Fall Election and Leadership Conference and the 12 district vice presidents. The State Action Team is the student leadership group for the state association. The State Action Team meets in the fall after the state election for training and planning for the year's activities. The team meets again in January for the purpose of planning the State Career Development Conference. The State Action Team is expected to attend the State Career Development Conference. If the minimum requirements are met, the registration fee for the conference is waived for State Action Team members. State Action Team members are eligible to attend the International Career Development Conference at the supported chapter rate if the minimum requirements are met.

POLICY MANUAL: Please refer to the following sections of the Missouri DECA Policy Manual for more information.

- Section 3: State Officers



State Officer Candidate Application Packet

**Executive State Officers
District Vice-Presidents**

2015-2016

Letter to Chapter Advisors

Missouri DECA Chapter Advisors,

The Missouri DECA State Officer Program provides tremendous opportunities for students to gain new leadership skills, learn critical thinking, improve their planning and organization skills, become stronger speakers, demonstrate initiative, and much more. In short, it is a unique and valuable experience that we are excited to share with your students.

Along with the considerable benefits that come with being a State Officer, **there are important responsibilities that officers take on and we need your help** to ensure that students who plan to run for state office are aware of these responsibilities and, if elected, both you and they will ensure that those responsibilities are fulfilled.

As an advisor with a candidate and (if elected) a State Officer the expectation is that you will:

- **Assist** your candidate with completing all required aspects of the State Officer candidate application and review their campaign speech and campaign materials.
- **Make** a personal commitment to cooperate with the State Advisor and State Officer Advisors to ensure that your State Officer fulfills all of their State Officer responsibilities.
- **Serve** as an ongoing mentor to your State Officer.
- **Arrange** additional time to work with your State Officer.
- **Review** with your State Officer the State Officer Team Program of Work and Progress Reports to ensure that they are on track and up to date on all assignments.
- **Assist** with travel arrangements, even traveling with your officer when necessary.
- **Edit** and review materials and communication before officers submit and distribute them.
- **Provide** your officer with workspace supplies, telephone access, email access and any necessary financial support when appropriate.

By signing the forms included in this packet you are making a commitment to your candidate/state officer and Missouri DECA. Training/directing our State Officers is a team effort and it is essential that the officer's advisor is a part of that team.

Thank you for encouraging your student to step forward and seek a State Officer position with Missouri DECA.

Sincerely,



Tammy J. Stains
Missouri DECA State Advisor

Application Procedures

Overview for the Candidate

We are excited that you are considering running for a Missouri DECA State Office. This is an excellent opportunity to develop your leadership skills and professionalism essential for a successful career. Along with the opportunities and benefits of being an officer comes many important responsibilities. *Please strongly consider running for state office only if you are very organized, motivated, and eager to work as a team, show initiative and exhibit high moral and ethical standards.*

The average State Officer will spend five to ten hours a week working on their State Officer assignments and responsibilities. Prior to State Officer meetings, conferences and DECA events the amount of time required tends to spike as officers finalize preparations and polish up assignments. It is important to realize that **although academics remain the number one priority, you will not be able to fall behind in your responsibilities as a DECA officer.**

You will be required to participate in the team decision making process, perform your assigned tasks, and attend all required conferences and events. It is important to understand that if you are elected you will be required to attend conferences, officer meetings and DECA events throughout the year. You will not be allowed to leave early, come late, or miss any parts of these events (except in the case of an extreme emergency). The expectation is that your State Officer responsibilities and commitments will take priority after your academics.

Please carefully review the documents and information in this packet to be sure that you fully understand what will be expected/required of you as a State Officer if you are elected.

If you are willing to make this kind of commitment and are the type of person that has the drive to succeed and the encouragement and dedication to get the job done, a DECA office is definitely for you! If you are unsure, you may want to speak with your advisor to see if running for a State Officer is right for you. If you decide to run for office, be assured that holding state office will be one of the most memorable experiences of your life and one of the most effective career preparation experiences you could ever have while in high school. Be ready to make Missouri DECA your first priority and be willing to present a favorable image on behalf of our organization.

State Offices

Each Missouri DECA chapter is allowed to submit one candidate per executive office for President, Vice President of Communication, Vice President of Advocacy, Vice President of Community Service, and one candidate for District Vice-President. These 16 officers will be elected at the Fall Leadership and State Officer Election Conference held at The Lodge of Four Seasons in Lake Ozark, Mo., on Oct. 18-19, 2015.

Applications

Each candidate must submit a completed application to Missouri DECA, Department of Elementary and Secondary Education, P.O. Box 480, Jefferson City, MO 65102. The application may be sent by fax, mail or electronically to the State Advisor and must be postmarked by **September 25, 2015**.

The application requires:

1. **Applicant contact information** as well as other general information.
2. **An essay** written by the candidate describing his/her desire to serve as a Missouri DECA State Officer or District Vice President.
3. **Three letters of recommendation.** One letter each from the following:
 - a. An administrator
 - b. An advisor or a teacher
 - c. A community member or an employer
4. **Signatures of Assurance** in the form of
 - a. A DECA chapter advisor's signature endorsing the candidate,
 - b. A counselor's signature verifying a minimum 2.75 cumulative grade point average on a 4.0 scale, and
 - c. A parent/guardian's signature allowing the applicant to run and to accept a state office if elected.
5. **Acceptance of Responsibility** and Understanding of Election Process in the form of the applicant's initials and signature acknowledging that he/she fully understands the terms of office, is willing to fully accept responsibilities if elected, understands the election process, and assures that all information on the application is correct. This also requires an administrator's signature.
6. **Internet Permission Form**

Required Conference Attendance

All Missouri DECA State Officers are required to attend each of the following conferences. Candidates who will not be able to attend these conferences should not apply.

- State Officer Leadership Training Conference – November 7-8, 2015
- **Central Region Leadership Conference (this year only) – November 20-22, 2015 (pending approval of Board)**
- State Career Development Conference Planning Meeting – January 16-17, 2016
- District Competitive Events Conference – Determined by individual district
- State Career Development Conference – March 13-15, 2016

In addition, the State President is required to attend the:

- International Career Development Conference – April 22-26, 2016 Nashville, TN

Letter of Confirmation

Each candidate will receive a letter from the State Office prior to the Fall Leadership and State Officer Election Conference either accepting or denying his/her application for office. **All components of the application process must be complete for the candidate to be allowed to proceed.**

Election Procedures

Overview

After the application is approved, there are five steps in the election process. All officer candidates are **required to wear a DECA blazer** for the testing, reception, campaign session, interviews, and the election session. Any candidate not wearing a DECA blazer for these events will not be allowed to participate in the election process. Each step is a qualifier for the next step. They are as follows:

Step One: Candidate Video

- During the Opening Session on Sunday afternoon, candidate videos for Executive Offices will be shown to all attendees. This video production will be **no more than two minutes in length** and will describe the candidate, their qualifications, and why they would like to hold a DECA State Office. (This video takes the place of the two and ½ minute speeches usually given just prior to voting on Monday morning.)
- As the screen is large and HD, please note that filming using HD technology is *highly* recommended.
- Creativity counts! This is your opportunity to shine in front of those who will cast their votes on Monday. Be professional, be creative, and share your enthusiasm for Missouri DECA.
- Candidate videos must be submitted to the State Advisor **on or before, October 5, 2015** for review and approval of content. Videos may be submitted via email or regular mail on a USB. If videos are not submitted by the deadline, the candidate will forfeit their opportunity to share their video story with the voting delegation. If a video is found to be inappropriate in any way, the candidate will have **two business days** to fix it and resubmit to the State Advisor. Should it still be inappropriate, the video will not be shown at Opening Session.

Step Two: Written Testing

- A written objective test will be given to all officer candidates on Sunday. The test will evaluate the candidate's knowledge of DECA, marketing, and parliamentary procedure. Candidates will have up to 60 minutes to complete the test. A study guide ("Missouri DECA Information Resource Manual") and objective sheet are available from your Chapter Advisor and on the Missouri DECA website.
- The top candidates in each office achieving the **minimum score of 70%** will be scheduled for an interview with the Screening and Nominating Committee.

Step Three: Screening and Nominating Committee Interview

- District Vice-President interviews will take place Sunday evening.
- Executive Office interviews will take place Monday morning. Interview schedules for the candidates in each office will be posted outside the Executive Board Room on Monday at 7:00 a.m. Report to the interview based on your scheduled time.
- Interviews will last up to 15 minutes depending on the number of candidates. Each candidate per office will have an equal amount of time for his/her interview.
- The Screening and Nominating Committee for each executive office and each DVP is comprised of previous state officers, state officer advisors, and Missouri DECA staff.
- The rank of the test scores and interview scores for each office will be added together to determine the cumulative rank. The top four candidates for each executive office will participate in a question/answer process at the Election Session on Monday afternoon.
- Candidates for District Vice-President will give their speeches, as in previous years, during their district meeting Sunday evening. Any **Executive Officer Candidate who is also willing to run for the District Vice-Presidency**, should they do not make it to the final round for the Executive

Officer position, may do so and be prepared to present their **2 ½ minute speech** as required at the District Meeting on Sunday evening.

- Preparation materials are available on the Missouri DECA website.

Step Four: Election Session of District Vice-Presidents

- The election of each District Vice-President will take place during each district meeting on Sunday evening.
- Candidates for office should be prepared to deliver a 2 ½-minute speech before the voting delegates. A timekeeper will signal 2 minutes. Any candidate exceeding 2 ½-minutes will be signaled to stop. Candidates giving speeches of less than 2½-minutes duration will **not** be penalized.
- Props may **not** be used during the speech nor will another person be allowed to speak on the candidate's behalf.
- Campaign materials are **not** allowed in the election session.
- Each chapter will have two voting delegates who will be seated in the front during their District Meeting on Sunday evening and on Monday. Candidates will give their speeches on Sunday and the ballots will be cast by each of the two voting delegates from each chapter on Monday at the District Caucus Session.

Step Four: Election of Executive State Officers

- The final four candidates for each executive office will be posted outside the Executive Board Room on Monday after all interviews have ceased. Those candidates will be seated in the front row during the election session.
- Candidates for executive office should be prepared to give an impromptu answer to a randomly selected question before the voting delegates in the election session. A timekeeper will signal 45 seconds. Any candidate exceeding 1minute will be signaled to stop. Candidates giving answers of less than 1 minute in duration will **not** be penalized.
- Props may **not** be used during the Q & A session nor will another person be allowed to speak on the candidate's behalf.
- Campaign materials are **not** allowed in the election assembly.
- Voting delegates will be seated by district in the election assembly. Remaining conference participants will then be seated at the back of the room. Candidates will then complete the Q & A portion of the election process and ballots will be cast.

Determination of Winner

The winning candidate for each office, including District Vice President, will be determined by cumulative rank. The test score, interview score, and total votes cast will each be ranked. These ranks will be added together, and the candidate with the lowest total rank will be declared the winner. If there is a tie, the candidate with the highest total votes will be the winner. Should a District Vice-President be elected to an Executive Office, the second place candidate for that district will then take the position of District Vice-President.

Campaign Procedures

Overview

- **The goal of this session is to allow candidates the opportunity to discuss their platform and qualifications with the voting delegates.**
- **Only candidates for executive office will campaign.**

- Campaign materials (written and printed) and demonstrations will be confined to the “Meet the Candidates” sessions held Sunday, just prior to and directly following the Opening Session.
- All candidates are expected to participate and may exhibit materials prior to and following the Opening Session on Sunday.
- All candidates will have access to a 6’ table with cloth.

Campaign Rules and Guidelines

The following rules and guidelines apply to campaigning procedures and set up before testing.

- Campaign materials may only be distributed **during** the “Meet the Candidates” session, with the exception of transporting materials to and from the session. Campaign activities are limited to the “Meet the Candidates” session. Failure to adhere to this policy will result in disqualification.
- **Candidates may only distribute pamphlets, brochures, and/or business cards. Items of monetary value, food or drink MAY NOT be distributed.**
- Materials may not be attached to the walls.
- Campaign materials should focus on the goals and qualifications of the candidate.
- Campaign space is assigned to each candidate by the State Office and cannot be changed.
- Candidates are responsible for removing all materials from the exhibit area following the “Meet the Candidates” session.
- For visual display, candidates will be allocated a 6 x 2 space. No electrical outlets are available or allowed and no other electronic devices may be used.

Candidates are encouraged to use creativity in marketing themselves. This step of the election process does not factor into the calculation of cumulative rank, but does give the candidate an opportunity to position his/her goals and qualifications in the minds of voting delegates.

Executive Officer Candidate Campaign Video Guidelines

The following rules and guidelines apply to campaigning video production.

- Campaign videos will be presented during Opening Session on Sunday in front of the whole delegation of attendees.
- The length of the video should be no more than 2 minutes.
- The content of the video should focus on the goals and qualifications of the candidate while at the same time being creative and engaging, (not just a speech).
- As the screen is large and HD, please note that filming using HD technology is highly recommended.
- Final video to be used at the conference should be sent to the State Advisor for prior review and should be **postmarked on or before October 5, 2015**. Videos may be sent via email or mailed in on a USB. If there are issues with emailing videos, please contact the State Advisor to make Drop Box arrangements, etc. Should the content be found to be inappropriate, the candidate will be notified and will have **two business days** to resubmit it to the State Advisor. Should it still be inappropriate, the video will not be shown at Opening Session.

Tentative Conference Schedule for Candidates

Executive Officer Candidates

Below is a tentative schedule of executive state officer candidate activities at the Fall Leadership and State Officer Election Leadership Conference for planning purposes. Check your program upon arrival for updates. State officer candidates are required to attend all events for all conference delegates, including the dinner session and general session.

Sunday, October 19

2:00 p.m.	Executive Officer Set Up – Exhibit Hall
3:00– 3:30 p.m.	“Meet the Candidate” Session 1 – Exhibit Hall
3:30 p.m.	Executive Officer Candidates Report to Back Stage in Exhibit Hall
3:30– 4:45 p.m.	Opening Session
4:45– 5:15 p.m.	“Meet the Candidate” Session 2 – Exhibit Hall
5:30– 6:30 p.m.	State Officer Candidate Testing – Valencia
7:30– 8:15 p.m.	District Meetings – DVP Candidate Speeches

Monday, October 20

7:00 a.m.	Executive Candidate Interview Schedules Posted – Executive Board Room
8:00 – 10:00 a.m.	Screening and Nominating Committee Interviews – Executive Candidates
10:30 a.m.	Executive Candidate Finalists Posted
10:30 – 11:00 a.m.	District Caucuses - Election of DVPs and Executive Officer Voting Instructions
12:00 p.m.	Election Session and Installation of Officers
1:30 p.m.	Elected State Officers and Advisors Meeting - Escollo

District Vice-President Candidates

Below is a tentative schedule of District Vice-President officer candidate activities at the Fall Leadership and State Officer Election Leadership Conference for planning purposes. Check your program upon arrival for updates. State officer candidates are also required to attend all events for all conference delegates, including the dinner session and general session.

Sunday, October 19

5:30 p.m.	State Officer Candidate Testing – Valencia
7:30– 8:15 p.m.	District Meetings – DVP Candidates’ Speeches
8:30– 10:15 p.m.	Screening and Nominating Committee Interviews - DVPs

Monday, October 20

10:30 a.m.	Executive Candidate Finalists Posted
10:30 – 11:00 a.m.	District Caucuses - Election of DVPs and Executive Officer Voting Instructions
12:00 p.m.	Election Session and Installation of Officers
1:30 p.m.	Elected State Officers and Advisors Meeting – Escollo

Test Preparation

A written objective test will be given to ALL officer candidates on Sunday. The test will evaluate the candidate’s knowledge of DECA, marketing, and parliamentary procedure through a combination of 50 true/false, multiple choice and short answer questions. Candidates will have up to 60 minutes to complete the test. A study guide (“Missouri DECA Information Resource Manual”) and objective sheet are available on the Missouri DECA website, which were used to construct the test.

The top candidates in each office achieving the **minimum score of 70%** will be scheduled for an interview with the Screening and Nominating Committee on Sunday evening for DVPs and on Monday for Executive Officer candidates.

Sample Test Questions

True or False:

1. Missouri DECA offers eight team decision making events.
2. The Missouri DECA Magazine is called *DECA Dimensions*.

Multiple Choice:

3. POAs are extremely important for State Officers. Which of the following is false about POAs?
 - a. State officers are required to prepare a POA.
 - b. To attend the International CDC, a POA must be submitted that meets the minimum criteria.
 - c. POAs document activities carried out by the officers during the school year.
 - d. Each state officer is required to implement six activities as part of the POA.
4. The group responsible for setting policies and guidelines for National DECA is:
 - a. DECA Inc.
 - b. The DECA Board of Directors
 - c. The National Officer Team
 - d. The NAB

Short Answer:

5. *Fill in the correct word in the blank to complete the new DECA Mission Statement.*

DECA prepares emerging (a) _____ and (b) _____ in marketing, finance, hospitality and management.

6. What are the dates of this year's Central Region Leadership Conference?

Interview Structure and Screening Criteria

For all officer candidates, the Screening and Nominating Committee will be comprised of former State Officers, State Officer Advisors, and Missouri DECA Staff Members. The purpose of the interview is to further evaluate the candidates and determine who the most qualified candidates are. This is a professional interview that will test each candidate's knowledge, give insight into their personality, and allow each prospective officer to share their vision for Missouri DECA.

Responses to Character Questions (20 points)

Candidate's answers show a strong sense of character, genuineness, and honesty. Answers suggest the candidate will work well with fellow DECA members. Answers are logical and reasonable. Candidate maintains composure, uses precise words, delivers a well-organized answer, and is engaging.

Responses to DECA Questions (20 points)

Candidate's answers show a strong understanding of both National DECA and Missouri DECA. Ideas and plans for Missouri DECA are strong and reasonable. Answers show the candidate is sincerely interested in the success of the organization. Candidate maintains composure, uses precise words, delivers a well-organized answer, and is engaging.

Responses to Leadership Questions (20 points)

Candidate's answers show understanding of traits of an effective leader. Answers suggest the candidate has self-initiative, dedication, and the ability to motivate people to accomplish a common goal. Candidate maintains composure, uses precise words, delivers a well-organized answer, and is engaging.

Speech (15 points)

Proper grammar	Articulation	Good diction
Appropriate use of gestures	Good eye contact	

Attitude and Professionalism (15 points)

Attentive	Self-confident	Enthusiastic
Sincere and courteous	Poised	Socially at ease and comfortable

Appearance (5 points)

Well groomed	Appropriate business attire	DECA blazer
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Introduction and Exit (5 points)

Proper introduction	Clear, confident speech	Good first impression
Thankful to committee	Prompt exit	Good final impression

Responsibilities of Missouri DECA State Officers

General Responsibilities

It is vital that each Missouri DECA State Officer understands his or her responsibility to the Missouri DECA Association. Each member of an effective State Action Team recognizes that contributions to the team goals will advance the entire state organization at a greater level than concentration on individual goals. In addition to a Program of Activities, State Officers also provide leadership in multiple ways – from developing the conference theme to presiding over sessions – at the State Career Development Conference.

Required Conferences

All Missouri DECA State Officers are required to attend each of the following conferences.

- State Officer Leadership Training Conference – November 7-8, 2015
- Central Region Leadership Conference (this year only) – November 20-22, 2015 (pending approval)
- State Career Development Conference Planning Meeting – January 16-17, 2016
- District Competitive Events Conference – Determined by individual district
- State Career Development Conference – March 13-15, 2016

In addition, the **State President** is required to attend the:

- International Career Development Conference – April 22-26, 2016 Nashville, TN

NOTE: All State Officers are encouraged to attend ICDC.

Program of Activities

All Missouri DECA State Officers are required to complete a Program of Activities (POA) according to guidelines stated in the Program of Activities section of the State Officer Handbook.

- Complete a slate of approved activities which addresses the State Action Team's goals.
- Adhere to all deadlines set by State Officer Advisors/ Leadership Trainer.
- Submit monthly paperwork by deadline to assigned State Officer Advisors/ Leadership Trainer.
- Submit documentation of completed activities in the provided three-ring binder prior to the State CDC.

Maintain Contact with State Officer Advisors

All Missouri DECA State Officers are required to keep in close contact with the State Officer Advisors throughout the year.

- Consult your assigned State Officer Advisor if in doubt about an activity meeting minimum Program of Activities requirements.
- Contact your State Officer Advisor if you have *any* obstacles that create difficulty in fulfilling your role as a State Officer.

Further Responsibilities

- Attend the District Career Development Conference in the capacity as a State Officer and participate in a competitive event.
- Wear an official DECA blazer and professional attire to all functions when representing Missouri DECA.
- Consult and cooperate with your Chapter Advisor, District Advisor and District Competitive Events Director on all district activities.
- Submit photographs and articles as requested by the State Vice President of Communication.
- Act in a professional manner at all times. Your actions are representative of all members of Missouri DECA. Reflect a positive image on behalf of our organization.
- Comply with guidelines for supervised travel arrangements. Members of the State Officer Team are **required** to have an adult advisor supervise all transportation.
- Although not required, State Officers are strongly urged to attend Legislative Day.

Duties of Missouri DECA State Officers

State President

- Oversees all activities conducted by the State Action Team and works closely with the State Advisor, State Officer Advisors, and the State Action Team to ensure that all undertakings are successful.
- Acts as the primary public relations agent and makes as many public appearances as possible on behalf of Missouri DECA.
- Responsible for leading the Missouri DECA delegation in all DECA conference meetings, including ICDC.
- Responsible for maintaining communication between all members of the State Action Team throughout the year.
- Supervises the development, implementation, and evaluation of the Leadership Development goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Assumes the main leadership role at the State Career Development Conference.
- Provides articles and pictures for state publicity.
- In addition, the President oversees the implementation of all other goals.

State Vice President of Advocacy

- Supervises the development, implementation, and evaluation of the advocacy goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Serves as a coordinator for special projects adopted by the State Action Team with business partnerships and legislative outreach.

- Attends ACTE Legislative Day to inform members of Missouri General Assembly about DECA.
- Maintains contact with members of Missouri DECA's Congressional Advisory Board with updates and news about Missouri DECA as provided by the Vice President of Communication
- Provides articles and pictures for state publicity.
- Assumes a leadership role at the State Career Development Conference.

State Vice President of Communication

- Conducts the planning, organization, and implementation of statewide publicity in order to convey information from chapters, districts, and the business community.
- Continually promotes Missouri DECA by compiling a record of all Missouri DECA activities including pictures. Information and pictures for this record will be supplied by all members of the State Action Team.
- Prepares and collects news and feature stories for use on the Missouri DECA blog, website, and other DECA publications.
- Leads the state officer team in utilizing the Missouri DECA Facebook page and Twitter Account to promote and publicize DECA programs, events, conferences, and activities.
- Assists the State President with communication of the State Action Team.
- Assumes a leadership role at the State Career Development Conference.

State Vice President of Community Service

- Supervises the development, implementation, and evaluation of the community service goal of the State Action Team's Program of Activities and assists the District Vice Presidents in carrying out the goal.
- Works with District Vice-Presidents and individual chapters to carry-out successful community service projects.
- Maintains contact with the Muscular Dystrophy Association State Representative, as possible.
- Plans a statewide community service event to be conducted in conjunction with the State Career Development Conference.
- Provides articles and pictures for state publicity.
- Assumes a leadership role at the State Career Development Conference.

District Vice Presidents

- The District Vice Presidents preside over all district meetings and activities as deemed necessary by the District Advisors and District Competitive Events Directors.
- Serve as a liaison between the Missouri Association of DECA and the local chapters within each district.
- Maintains consistent communication with each chapter in their district.
- Provides articles and pictures for publicity.
- Assists the State Action Team with special projects within their districts, carries out the State Action Team Program of Activities, and performs duties as directed by the State President.
- All District Vice Presidents assume a leadership role at the State Career Development Conference.

2015-2016

Missouri DECA State Officer Candidate Application

Name _____ DECA District # _____

Executive Officers: *Mark the office for which you will be campaigning for in 2015-2016.

Select President Vice-President Advocacy Vice-President Communication Vice-President Community Service

* DUEL APP – Above Executive Office OR District Vice President Candidate - District # _____

District Vice President Candidate **Only** - District # _____

*** All Executive Officer Candidates who pass the test and screening steps of the election process, yet do not make it to the Final Round, will be considered as a Candidate for DVP for their district.**

Date of Birth ____/____/____ Gender _____ Home Phone (____) _____

Home Address _____ Cell Phone (____) _____

City _____ MO Zip _____

E-Mail Address _____

School & District _____ DECA Advisor _____

Parent(s)/Guardian(s) _____

Essay: *Why do you want to serve as a Missouri DECA State Officer? Include personal characteristics, experiences, and achievements that qualify you for this office. Include goals and plans you have for Missouri DECA. Attach your essay of no more than 500 words, double-spaced and Times New Roman, 12 pt font.*

Letters of Recommendation: Provide each of the following:

- Administrator Name: _____ Title: _____
- Advisor or Teacher: _____
- Community Member or Employer _____ Title: _____

Signatures of Assurance:

Counselor: I verify that the above named DECA State Officer Candidate has a minimum 2.75 cumulative grade point average on a 4.0 scale or the equivalent.
_____ *Guidance Counselor Signature*

Advisor: I endorse the above named DECA State Officer Candidate’s leadership skills, seriousness, integrity, and willingness to serve. Should my student be elected to office, I agree to advise him/her in the completion of the State Officer Program of Activities. I understand that I will receive copies of mailings sent to my student in order to keep me informed of State Officer activities.
_____ *DECA Chapter Advisor Signature*

Parent or Guardian: I am in support of this candidate becoming an elected state officer of Missouri DECA. I will do whatever I can to support and encourage him/her and see that he/she completes the term of office. I understand the election process and am aware that the candidate can only advance if the application packet is completed.
_____ *Parent/Guardian Signature*

2015-2016

Missouri DECA State Officer Candidate Application

Name _____ Office(s) Sought (check those that apply)

DVP Candidate (**All Executive Officer candidates who do not make it to the Finalist Round will be considered for this position as long as they have passed the test and screening process.)

President Vice-President Advocacy Vice-President Communication Vice-President Community Service

Acceptance of Responsibility and Understanding of Election Process: I recognize that the following obligations are a part of a Missouri DECA State Officer's responsibilities. I agree to meet the following expectations and others set forth by the Missouri DECA State Advisor and Missouri DECA State Officer Advisors. **Initial each item.**

Initials

- _____ 1. I will be a dues-paying member of local, state, and national DECA.
- _____ 2. I will carry out the State Officers' Program of Activities and submit reports to the State Officer Advisors according to established deadlines and specifications.
- _____ 3. I will attend the following conferences and other events as assigned by the State DECA Advisors and State Officer Advisors. These conferences are mandatory.
- _____ State Officer Leadership Training Conference – November 7-8, 2015
- _____ Central Region Leadership Conference – November 20-22, 2015 (Kansas City)
- _____ State Career Development Conference Planning Meeting – January 16-17, 2016
- _____ District Competitive Events Conference – Determined by individual districts
- _____ State Career Development Conference – March 13-15, 2015
- _____ International Career Development Conference – April 22-27, 2015 Nashville, TN
(mandatory for State President)
- _____ 4. I will adhere to the conduct code and dress code established in the Missouri DECA Comprehensive Consent Form.
- _____ 5. I will clear absences associated with DECA in advance with all of my teachers and employer.
- _____ 6. I will adhere to dress guidelines established for State Officers at the State CDC.
- _____ 7. I understand that I will not be allowed to participate if this application packet is incomplete, inaccurate, or postmarked later than **September 25, 2015**.
- _____ 8. I understand that I will be required to take a written test, appear before an interview committee, prepare materials for a campaign session, and deliver a 2 ½-minute maximum campaign speech at my District Meeting on Sunday evening. **If applying for an Executive position, I will need to submit a 2 minute or less campaign video to the State Advisor by October 5, 2015** and participate in a question/answer process during the Election session. Since each step is a qualifier to the next part of the process, I realize that I might not be allowed to continue at any one of these steps. I also understand I must wear a DECA blazer for the testing, opening/campaign session, interviews, and the election session.
- _____ 9. I understand that if I am removed from office or cannot fulfill my duties, I will be financially responsible to reimburse Missouri DECA for the expenses the association incurred on my behalf.
- _____ 10. I have read, understand, and will adhere to all rules, guidelines, and responsibilities associated with serving as a Missouri DECA State Officer.

Applicant Signature

Date

Administrator Signature

Date

Parent/Guardian Signature

Date

Submit completed application
POSTMARKED by
September 25, 2015, to:

Missouri DECA
c/o Missouri Dep. of Elem. and Secondary Ed.
P.O. Box 480
Jefferson City, MO 65102 Fax: (573) 526-4261

Missouri DECA Internet Permission Form

Missouri DECA maintains a website which offers pertinent information to schools, DECA advisors and students. Information about the State Action Team would be useful as a means to contact the officers. We would like to include a picture of each officer with his/her name, school information and e-mail address. In order for Missouri DECA to accomplish this, permission is needed for students under the age of 18.

Thank you for your consideration and prompt attention to this matter.

I hereby authorize Missouri DECA to display _____'s,
(student name)
picture, school information (school, address, and phone number) and e-mail address on the Missouri DECA website.

Parent/Guardian's Signature

Date

Please return, with application, by **September 25, 2015**, to:

Missouri DECA
P.O. Box 480
Jefferson City, MO 65102 or
Fax: (573) 526-4261

Email : Tammy Stains
Tammy.Stains@dese.mo.gov

Missouri DECA
P.O. Box 480
Jefferson City, MO 65102
573/751-4367
573/526-4261 (fax)
<http://dese.mo.gov/careered/bmit-deca-officer-packet.htm>

Revised June 2015



Information Resource Manual

2015-2016

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This “Information Resource Manual” is designed to provide an overview of essential information relating to Missouri DECA. Additional information regarding many of the topics addressed can be obtained through supplemental resources such as the international (www.deca.org) and state association (<http://dese.mo.gov/careered/deca.htm>) websites, the annual “DECA Guide,” and the “Missouri DECA Policy Manual.” For more information, consult the Missouri DECA State Advisor.

General Information

DECA Descriptor

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition.

DECA's activities assist in the development of academically prepared, community oriented, professionally responsible, experienced leaders.

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

Formation of National DECA

The first interstate conference occurred in Memphis, Tennessee, in 1947 where the first national officer team was elected.

National Headquarters

Located in Reston, Virginia – Opened in 1976
Missouri DECA contributed \$10,000 to the opening of the headquarters and was recognized with a Missouri Room.

Charter States

Missouri was one of 17 states which adopted the National constitution and the official name in 1948.

National Membership

More than 250,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico.

Missouri DECA Eligibility

Students must be currently enrolled in a marketing or cooperative education course in order to hold membership in DECA. In addition, students enrolled in other courses taught by a certified marketing teacher currently teaching at least one approved marketing course and serving as a DECA advisor also are eligible for DECA membership. The course content must align with a state-approved DECA competitive event for the student to be eligible for membership. Year long or semester course enrollment satisfies the concurrent enrollment issue.

Advisors

Adults charged with the responsibilities for giving guidance to the chapter and state associations.

Delegates

The term which refers to any DECA member, including Advisors, attending DECA approved activities.

Organizational Structure

DECA Incorporated

The legal identity of the adult group responsible for DECA.

Chapter Level

- Marketing Education students and Cooperative Education students make up the school chapter of DECA (not referred to as a “club”).
- Chapters elect student officers for local leadership positions.
- Chapter members participate in school and community-based projects.

State Association Level

- Chapter members join the State Association of DECA.
- Representatives of local chapters (students and advisors) provide recommendations for the State Association of DECA.
- Chapter members run for state office at an annual election conference. State Officers provide leadership for the organization.
- One or more designated individuals serve as the State Advisor(s) of the Missouri Association of DECA. They provide leadership and coordination of state-level activities and programs.
- Five local chapter advisors comprise the Missouri DECA Board of Directors.
- Outstanding chapter members represent their chapters in state-sponsored activities, competitive events, and leadership/career development events.

Regional Association Level

- State and Provincial Associations comprise four regions: Western, Central, Southern, North Atlantic.
- Each region has 13 or more State/Provincial Associations.
- Missouri is one of 13 associations in the Central Region.
- The State Advisors from each Central Region association comprise the Central Region Board of Governors.
- One state in the Central Region serves as the host state for the annual Central Region Leadership Conference to promote leadership development activities, introduce competitive events and provide a forum for industry topics.

International Association Level

- Local chapter and state association members join National DECA.
- Representatives of State Associations provide recommendations regarding National DECA activities.
- DECA Inc. Board of Directors: Members are elected from DECA Inc. for a three-year term of office. The Board sets policies and guidelines and adopts a long-range plan for DECA's development and growth.
- Executive Director of DECA Inc.: Paul Wardinski receives direction from the Board of Directors.
- All other national staff are employed by and responsible to the Executive Director.
- Outstanding state members represent their State Association at the annual International DECA Career Development Conference.
- National officers, elected by voting delegates from the State Associations, serve as the elected student leaders of National DECA.

Divisions of DECA

High School Division

The largest division of DECA; membership is available to high school students enrolled in Marketing and Cooperative Education classes.

Collegiate Division

Division offering membership to students enrolled in post-secondary institutions studying marketing, management, and related business fields. This division offers members the opportunity to develop personally and professionally through chapter activities, individual projects, and a competitive events program.

Alumni Division

Support division to provide a means by which Marketing Education students can maintain an association with DECA; encourage support for DECA on the local, state and/or national level; and promote the purposes of DECA.

Professional Division

A support division established to provide teachers of Marketing and Cooperative Education, businesspersons, parents, and administrators a means of membership in DECA.

Congressional Advisory Board

Consists of members of Congress who are supportive of DECA. (CAB)

National Advisory Board

DECA's National Advisory Board includes representatives from more than 60 corporations, foundations and associations. NAB members provide financial resources, advocacy and a network of professionals to support DECA activities at all levels. NAB members serve in an advisory capacity to DECA Inc. The NAB chairperson serves on the DECA Inc. Board of Directors.

National Officers

Both the High School and College Division are represented by elected national officers. Offices available are President and four vice president positions representing a region including the Western, Central, Southern, and North Atlantic. The High School Division National President for 2015-2016 is Alec Romero from Peoria, Arizona.

Symbols

DECA Color

The official color of DECA is blue.

PMS 287 C

CMYK (100, 68, 0, 12)

RGB (0, 83, 155)

Web RGB (00, 53, 98)

Unifying Logo

DECA's new logo became effective July 1, 2010. The logo embraces the organization's affinity for the diamond while displaying a bold, modern design.

DECA Diamond

The DECA Diamond is the international emblem of DECA. The four points inside the diamond represent the first set of DECA's guiding principles while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.

Guiding Principles

DECA's Comprehensive Learning Program — Integrates into Classroom Instruction

- An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

Applies Learning

- DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

Connects to Business

- Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

Promotes Competition

- As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

DECA prepares the next generation to be —

Academically Prepared

- DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Community Oriented

- Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

Professionally Responsible

- DECA members are poised professionals with ethics, integrity and high standards.

Experienced Leaders

- DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.

Mission Statement

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Attributes and Values

Competence. Innovation. Integrity. Teamwork.

National Executive Officers

President – **Alec Romero**
North Atlantic Region Vice President – **Tara Nath**
Southern Region Vice President – **Tyler McBee**
Central Region Vice President – **Ashton Filburn**
Western Region Vice President – **Marizza Mitchell**

DECA Theme for 2015-2016

“BE EPIC”

Resources

DECA Guide

The publication for DECA Inc. programs, competitive events guidelines, and DECA Images catalog.

DECA Direct

DECA Inc. bimonthly magazine that is filled with informative business articles, association news, and leadership development, community service, etc., articles.

DECA Direct Online

The online news source for DECA updates, competitive events strategies, chapter resources, profiles, conferences and more! Updated daily.

DECA Insight

DECA Inc., newsletter sent four times throughout the school year to the local chapter advisors.

DECA Images

The supplier operating out of DECA Inc. Headquarters that carries official DECA merchandise, including apparel, competitive events preparation materials, chapter materials, and supplies.

State Association Information

Missouri DECA State Staff	Mrs. Tammy Stains, State Advisor, High School Division Mrs. Chrissy Bashore, State Advisor, Collegiate Division Mrs. Kathy Parrett, DECA/Collegiate DECA State Treasurer
Missouri DECA Board of Directors	Policy-setting body comprised of six elected chapter advisors. Members serve a three-year term.
Missouri DECA Districts	Missouri is divided into 12 districts
Missouri DECA Membership	Approximately 153 local DECA chapters and 8,504 members
Missouri DECA Scholarships	The Foundation for Missouri DECA provides scholarships annually to Missouri DECA members. Missouri DECA members are also eligible to apply for national scholarships, including the Harry A. Applegate Scholarship, named in honor of the former Executive Director of DECA Inc.
State Action Team	Missouri’s 16-member state officer team consists of four executive officers: a President, Vice President-Community Service, Vice President-Advocacy, and Vice President-Communication, and 12 District Vice Presidents.
State Officer POA	Members of the State Action Team are required to prepare a Program of Activities documenting activities carried out during the school year. In order to attend the International CDC, a POA must be submitted which meets the minimum criteria.
Missouri DECA State Officer Advisors	Selected by the State Advisor to assist with the training of the State Action Team and to coordinate their program of activities throughout the year. The State Officer Advisors also assist with officer functions at the State CDC and International CDC.
Missouri DECA District Advisors	Selected by each district to provide leadership for all district activities, except those directly related to competitive events. District advisors work closely with the District Vice President.
Missouri DECA Competitive Events Directors	Selected by the State Advisor to operate the competitive events program in each district. The Competitive Events Directors plan and conduct the District Career Development Conference and process the chapter registrations for the State Career Development Conference.
Venture Capital Fund	This business loan is available through the Foundation for Missouri DECA to chapters that apply to establish an entrepreneurial venture. This no-interest loan must be paid back in one year.

Awards

Crystal Catalyst Award

A Missouri Association award presented each year at the State Career Development Conference to **one advisor** who has shown initiative in providing innovation, encouragement and/or enthusiasm in a manner that benefits the entire Missouri DECA Association.

Diamond Award

A Missouri Association award designed to recognize outstanding contributions made by **one chapter advisor in each district**. The Diamond Award is presented at the State CDC.

Friends of DECA Award

Special recognition award presented by the Missouri Association at the State Career Development Conference. Awarded to individuals for outstanding contributions to Marketing Education, Cooperative Education, and DECA.

Honorary Life Membership

The **highest award** a DECA Chapter, State, or National association can bestow on an individual.

Career and Technical Education

ACTE

The Association for Career and Technical Education is the professional association for career and technical educators and students.

Career Clusters

Career Clusters provide a way for schools to organize instruction and student experiences around 16 broad categories that encompass virtually all occupations from entry through professional levels. These groupings of occupations are used as an organizing tool for curriculum design, a model for guidance and instruction, and a mechanism for seamless transition from secondary education to postsecondary and/or career.

The career clusters relating to the marketing education curriculum are:

- Marketing
- Business Management and Administration
- Finance
- Hospitality and Tourism

Carl D. Perkins Career and Technical Education Act

The Carl D. Perkins Career and Technical Education Act (Perkins) was most recently reauthorized in August 2006. The purpose of Perkins is to provide individuals with the academic and technical skills needed to succeed in a knowledge- and skills-based economy through career and technical education. Perkins also focuses on documenting the rigor of academic and technical courses, improving curriculum alignment among secondary and postsecondary schools, and streamlining the transition process for students moving from one level to another. Under the law, Missouri receives about \$22.4 million per year in federal funds to support career and technical education programs across the state.

CTSO

Career and Technical Student Organization (i.e., DECA, FFA, FCCLA, FBLA, SkillsUSA, etc.)

NCCCTSO

National Coordinating Council for Career and Technical Student Organizations. The council identifies and coordinates activities that are mutually beneficial to career and technical student organizations and their numbers. They share information that will enhance the development of career and technical education students, and to strengthen career and technical education.

Conferences and Events

Goals of State and International CDCs

1. To provide a forum for the competitive events program.
2. To provide delegates an opportunity to obtain information regarding educational and career opportunities.
3. To provide an opportunity for delegates to assist in the growth and development of DECA.
4. To provide delegates an opportunity to develop poise and human relations abilities by participation in scheduled social and educational activities.

National DECA Month

November 2015

Global Entrepreneurship Week

November 16-22, 2015

National Entrepreneurship Week

February 20-27, 2016

Annual Career and Technical Education Month

February

DECA Conferences, Events & Meetings

1. Fall Leadership and State Officer Election Conference – October 18-19, 2015 • The Lodge of Four Seasons, Lake Ozark
2. State Officer Training Conference – November 7-8, 2015
The Lodge of Four Seasons, Lake Ozark
3. **Central Region Leadership Conference – November 20 – 22, 2015 • Westin Crown Center, Kansas City**
4. Missouri DECA Board of Directors Meeting – January 9, 2016 • Lodge of Four Seasons, Lake Ozark
5. State CDC Planning Meeting – January 16-17, 2016 • The Lodge of Four Seasons, Lake Ozark
6. District Career Development Conferences – hosted by DECA Districts throughout Missouri in February
7. Missouri ACTE Legislative Day – February 10, 2016• State Capitol, Jefferson City
8. State Career Development Conference – March 13-15, 2016 • The Lodge of Four Seasons, Lake Ozark
9. International Career Development Conference – April 22-27, 2016 • Nashville, TN. More than 17,000 DECA members participate in the annual conference.
10. Missouri DECA Board of Directors Meeting – July, 2016 • Springfield

Competitive Events

Competitive Event Purposes

1. To contribute to the development of skills necessary for careers in marketing, management and entrepreneurship.
2. To evaluate student achievement of the competencies through careful measurement devices (performance indicators).
3. To provide opportunities for student and team recognition.
4. To provide constructive avenues for individual or team expression, initiative and creativity.
5. To motivate students to assume responsibility for self-improvement and self-discipline.
6. To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities.
7. To assist students in acquiring a realistic self-concept through individual or team activities.
8. To help students participate in an environment of cooperation and competition.
9. To provide visibility for the educational goals and objectives of marketing education.

Principles of Business Administration Events	PBM	Principles of Business Management and Administration
	PFN	Principles of Finance
	PHT	Principles of Hospitality and Tourism
	PMK	Principles of Marketing
Team Decision Making Events	BLTDM	Business Law and Ethics
	BTDM	Buying and Merchandising
	FTDM	Financial Services
	HTDM	Hospitality Services
	MTDM	Marketing Communications
	STDM	Sports and Entertainment Marketing
	TTDM	Travel and Tourism Marketing
Individual Series Events	AAM	Apparel and Accessories Marketing
	ASM	Automotive Services Marketing
	BFS	Business Finance Services
	BSM	Business Services Marketing
	FMS	Food Marketing
	HLM	Hotel and Lodging Management
	HRM	Human Resource Management Series
	MMS	Marketing Management
	QSRM	Quick Serve Restaurant Management
	RFSM	Restaurant and Food Service Management
	RMS	Retail Merchandising
SEM	Sports and Entertainment Marketing	
Business Operations Research Events	BOR	Business Services
	BMOR	Buying and Merchandising
	HTOR	Hospitality and Tourism
	SEOR	Sports and Entertainment Marketing
Chapter Team Events	CSP	Community Service Project
	CMP	Creative Marketing Project
	EPP	Entrepreneurship Promotion Project
	FLPP	Financial Literacy Promotion Project
	LEP	Learn and Earn Project
	PRP	Public Relations Project
Entrepreneurship Events	EIP	Innovation Plan
	EIB	Independent Business Plan
	ESB	Start-up Business Plan
	EBG	Business Growth Plan
Marketing Representative Events	ADC	Advertising Campaign
	FMP	Fashion Merchandising Promotion Plan
	SEPP	Sports and Entertainment Promotion Plan

Professional Selling Events	HTPS	Hospitality and Tourism Professional Selling
	PSE	Professional Selling
	FCE	Financial Consultant Event
Special Event	VBC	Virtual Business Challenge
	SBE	School-based Enterprise – Gold Certification/ Recertification
State Event	Missouri offers the following state event:	
	LEAD	Leadership Delegates — designed to prepare sophomores or juniors to assume leadership roles in Missouri DECA.

Parliamentary Procedure

Four Main Objectives of Parliamentary Law	1.	To do one thing at a time
	2.	Courtesy to everyone
	3.	The rule of the majority must prevail
	4.	The rights of the minority must be protected
Principles of Parliamentary Procedure	1.	Only one main motion may be considered at a time.
	2.	Each member’s rights are equal to those of his/her fellow members.
	3.	The majority has the right to work its will and its decisions must be followed.
	4.	The minority has the right to be heard.
Correct Way to Make a Motion	“I move that” followed by a statement of the proposal.	
Types of Motions	1.	Main
	2.	Subsidiary
	3.	Incidental
	4.	Privileged
	5.	Motions that bring a question again before the assembly
Quorum	One plus 50% of the members are present and eligible to vote.	
Types of Amendments	1.	First order — an amendment to the motion
	2.	Second order — an amendment to the amendment
Standard Order of Business:	Reading and Approval of the Minutes, Reports of Officers, Boards and Standing Committees, Reports of Special Committees, Special Orders, Unfinished Business and General Orders, New Business	

Marketing Related Terms

Advertising	A form of non-personal promotion in which companies pay to promote ideas, goods, or services in a variety of media outlets.
Channel of Distribution	The path a product takes from producer or manufacturer to final user.
Consumer	The person who uses goods and services.
Customer	Anyone who buys or rents goods or services.
Demographics	Statistics that describe a population in terms of personal characteristics.
Economy	The organized way a nation provides for the needs and wants of its people.
Entrepreneurship	The process of starting and operating your own business.
Free Enterprise System	Encourages individuals to start and operate their own business in a competitive environment, without government involvement.
Functions of Marketing	Distribution, Financing, Marketing Information Management, Pricing, Product/Service Management, Promotion, Selling
International Trade	The exchange of goods and services between nations.
Internet Marketing	Marketing and management functions and tasks that can be applied to the selling of products and services by businesses and consumers over the Internet. These can be business-to business, business-to-consumer or consumer-to-consumer.
Marketing	The process of planning, pricing, promoting, selling, and distributing products to satisfy customers' needs and wants.
Marketing Concept	Businesses must satisfy customers' needs and wants while making a profit.
Market Research	Gathering, recording, analyzing, and presenting information related to marketing goods and services.
Marketing Mix	Comprises four basic marketing strategies (the 4 P's of Marketing): Product, Price, Place and Promotion.
Pricing	Determining and adjusting prices to maximize return and meet customer's perception of value.
Promotion	Decisions about advertising, personal selling, sales promotion, and publicity used to attract potential customers.
Retailers	Channel of distribution that buys goods from wholesalers or directly from manufacturers and resells them to the final consumer.
SWOT Analysis	An assessment of a company's strengths and weaknesses and the opportunities and threats that surround it; SWOT: strengths, weaknesses, opportunities, threats.

Utility

The attributes of a product or service that make it capable of satisfying consumer's wants and needs.

Wholesalers

Channel of distribution that obtains goods from the manufacturers and resells them to industrial users, other wholesalers, and retailers.

Missouri DECA
Department of Elementary and Secondary Education
P.O. Box 480
Jefferson City, MO 65102
573-751-4367
573-526-4261 (fax)
http://dese.mo.gov/careered/deca_state_officers.htm

Revised August 2015

Financial Requirements and Reporting

Planning for the financial needs of the District and maintaining accurate financial records and reports is an important responsibility of the District Advisor. In conjunction with the District Treasurer, the District Advisor is responsible budgeting, recording, and reporting the financial transactions of the District.

The Missouri Association of DECA is a not-for-profit corporation in the State of Missouri and a subsidiary organization of Distributive Education Clubs of America, an IRS 501-C-3 tax exempt organization. Financial accounts of Districts within the Missouri Association shall adhere to established financial procedures and comply with reporting requirements of the State Association.

1. Accounts shall be registered under the federal tax ID assigned to the State Association under DECA, Incorporated's 501-C-3 designation.
2. District DECA accounts shall have two (2) signatories, those individuals to be determined by district policies.
3. A treasurer position shall be established for the purpose of handling all financial transactions in the District. District shall determine the method of identifying the treasurer.
4. All receipts and expenditures shall be used for the purpose of DECA activities.
5. Receipts shall be posted to the DECA account and should be deposited in a timely manner by someone other than the signatories.
6. Expenditures shall be made by a request for check approved by the district advisor and prepared by the treasurer.
7. Purchase orders received in payment shall be entered in the accounts receivable file and an invoice issued for payment of the purchase order shall be sent in a timely manner.
8. Records shall be kept in accordance with generally accepted accounting principles for a cash basis accounting system.
9. An annual audit of the accounts shall be conducted by an independent source for the purposes of:
 - a. Reconciliation of the accounts
 - b. Verification of account balances
 - c. Assurance of propriety of receipts and expenditures
10. The District Advisor shall appoint an audit committee to review the annual audit and report their findings to other advisors in the district.
11. Any cash received shall be documented through a receipt and immediately deposited in the account. Cash receipts shall be strongly discouraged.

12. The District Advisor shall receive quarterly reports of the receipts, expenditures, and account balances for the District account, and share the reports with the chapter advisors.
13. The Chapter Advisors in the District shall approve annually a budget of receipts and expenditures for the District DECA account.
14. An IRS Form 990 and financial reports consisting of Report of Expenditures and Receipts and Balance Sheet shall be filed by the District Advisor with the State Association **by June 1 of each year.**

SAMPLE RECEIPTS AND EXPENDITURES REPORT

July 1, 20xx – June 30, 20xx

District Receipts:

- Fall Conference
 - Registration
 - Sponsors
- District CDC
 - Registration
 - Sponsors
 - Meals
 - Awards
- Scholarship
- Interest

Total Receipts:

District Expenditures:

- Fall Conference
 - Facilities
 - Food
 - Speakers
 - Materials
- District CDC
 - Facilities
 - Food
 - Judges
 - Tests
 - Awards
 - Printing
- District VP
 - Travel
 - Pin
- Scholarships
- State CDC
- ICDC

Total Expenditures:

Receipts over (under) Disbursements:

SAMPLE BALANCE SHEET REPORT

June 30, 20xx

Cash on Hand
Checking Account Balance
Interest Bearing Accounts Balance

Total District Assets:

MISSOURI DECA
District Financial Report

District # _____

Beginning Balance **July 1, 20xx** \$ _____

Income

Conference Income	_____
Gifts, Donations	_____
Interest	_____
Other: _____	_____
_____	_____
_____	_____
Total Income	\$ _____

Disbursements

Conference Expenses	_____
Scholarships, Grants to students _____	_____
Travel	_____
Supplies	_____
Other: _____	_____
_____	_____
_____	_____
Total Disbursements	\$ _____

Ending Balance, **June 30, 20xx** \$ _____

Submitted by _____

Date _____

Submit by **July 1** to: Missouri DECA State Advisor
Department of Elementary and Secondary Education
P.O. Box 480
Jefferson City, MO 65102
FAX: 573/526-4261

Appendix

Effective Meetings – Tips

The following are some tips to help you make your next meeting successful, effective and maybe even fun.

Before The Meeting

1. Define the purpose of the meeting.
2. Develop an agenda in cooperation with key participants. See a sample agenda.
3. Distribute the agenda and circulate background material, lengthy documents or articles prior to the meeting so members will be prepared and feel involved and up-to-date.
4. Choose an appropriate meeting time. Set a time limit and stick to it, if possible. Remember, members have other commitments. They will be more likely to attend meetings if you make them productive, predictable and as short as possible.
5. If possible, arrange the room so that members face each other, i.e., a circle or semi-circle. For large groups, try U-shaped rows.
6. Choose a location suitable to your group's size. Small rooms with too many people get stuffy and create tension. A larger room is more comfortable and encourages individual expression.
7. Use visual aids for interest (e.g., posters, diagrams, etc.). Post a large agenda up front to which members can refer.
8. Vary meeting places if possible to accommodate different members. Be sure everyone knows where and when the next meeting will be held.

During The Meeting

1. Greet members and make them feel welcome, even late members when appropriate.
2. If possible, serve light refreshments; they are good icebreakers and make your members feel special and comfortable.
3. Start on time. End on time.
4. Review the agenda and set priorities for the meeting.
5. Stick to the agenda.

6. Encourage group discussion to get all points of view and ideas. You will have better quality decisions as well as highly motivated members; they will feel that attending meetings is worth their while.
7. Encourage feedback. Ideas, activities and commitment to the organization improve when members see their impact on the decision making process.
8. Keep conversation focused on the topic. Feel free to ask for only constructive and non- repetitive comments. Tactfully end discussions when they are getting nowhere or becoming destructive or unproductive.
9. Keep minutes of the meeting for future reference in case a question or problem arises.
10. As a leader, be a role model by listening, showing interest, appreciation and confidence in members. Admit mistakes.
11. Summarize agreements reached and end the meeting on a unifying or positive note. For example, have members volunteer thoughts of things they feel have been good or successful or reiterate the organization's mission.
12. Set a date, time and place for the next meeting.

After The Meeting

1. Write up and distribute minutes within 3 or 4 days. Quick action reinforces importance of meeting and reduces errors of memory.
2. Discuss any problems during the meeting with other officers; come up with ways improvements can be made.
3. Follow-up on delegation decisions. See that all members understand and carry-out their responsibilities.
4. Give recognition and appreciation to excellent and timely progress.
5. Put unfinished business on the agenda for the next meeting.
6. Conduct a periodic evaluation of the meetings. Note any areas that can be analyzed and improved for more productive meetings. See a sample meeting evaluation.

And remember, effective meetings will keep them coming back!



Policy Manual

2015-2016

Missouri DECA
P.O. 480
Jefferson City, MO 65102
573-751-4367
573-526-4261 (fax)
<http://dese.mo.gov/careered/deca.htm>

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Appendix

Sales Projects

Revised 5/11

**1. DECA
BOARD OF
DIRECTORS****1.1 Election Procedures**

Board members will be elected from those nominated from each geographic area. Nomination forms may be submitted by the candidate or by others on the candidate's behalf. However, the nomination form must be signed by the candidate. Ballots containing the names of all candidates nominated within a geographic area will be mailed to each chapter advisor in the geographic area. A vote may be cast for one of the candidates.

Election will be by plurality vote. The ballots are sent to Jefferson City and counted by an independent party. The candidate with the highest vote total will be elected to the Board. In the case of a tie vote, Chapter Advisors in the geographic area will re-vote for those candidates with tied vote totals.

1.2 Succession

If an elected Board member is unable to fulfill his/her term of office, the Board president shall appoint a replacement from the geographic region to serve until the next annual election.

1.3 Term of Service (Revised 6/05)

1. The Term of office will be three years, beginning **with the annual Spring meeting**. Board membership will be on a rotating basis, with two members elected each year.
2. Board members may be re-elected upon completion of their term of office.

1.4 Policy Review (Added 6/90)

The Board shall review the Policy Handbook on a regular basis to insure completeness and accuracy of Missouri DECA policies.

**2.
FOUNDATION
FOR MISSOURI
DECA****2.1 Establishment (Added 7/13)**

Foundation for Missouri DECA, A Missouri Non Profit Corporation approved by the Secretary of State was founded on April 11, 2008 with permanent bylaws adopted by the Board of Trustees on July 23, 2008. The Foundation is a subgroup of DECA, Incorporated, an IRS 501(c)3 Not-for-Profit corporation

3. STATE OFFICERS**2.2 Purpose**

To provide students and teachers involved in DECA advance opportunities for professional and personal development in leadership, marketing, teamwork and problem-solving skills necessary to prepare for careers in marketing, management and entrepreneurship, by developing sources of funds for the foregoing, and to engage in related activities.

3.1 State Action Team Membership (Revised 7/12)

The Missouri DECA State Action Team consists of four executive officers and a district vice president for each district.

3.2 Program of Activities (POA) Requirement (Revised 5/11)

State and district officers will be required to prepare a POA documenting activities carried out during the school year. In order to attend the International Career Development Conference, a POA must be submitted that meets the minimum criteria. No state support will be provided.

3.3 Succession (Revised 12/05)

If any Executive State Officer is unable to fulfill his/her term of office prior to the training conference, the candidate with the next lowest cumulative rank in that office will be appointed by the State Advisor to complete the term. After the training conference, if the President is unable to fulfill his/her term of office, a Vice-President will assume the position of President. If a District Vice President is unable to fulfill his/her duties prior to the State CDC Planning Meeting, the vacancy will be filled immediately at the discretion of the District Advisor. The appointee must attend the State CDC Planning Meeting. If the office becomes vacant after that time, the position will not be filled.

3.4 Removal From Office (Revised 6/08)

Cause for removal of an Executive State Officer from office will be determined by the State Advisor, based on the offense. The DECA Board will make the final decision if the situation requires mediation. Removal of a District Vice President from office will be determined by the District Advisor, based upon the nature of the offense. The DECA Board will make the final decision if the situation requires mediation. If an Executive State Officer or District Vice President cannot fulfill his/her term or is removed from office, the student will be responsible for the cost incurred associated with the position which will be determined by the Missouri DECA Board of Directors.

3.5 Election of District Vice-Presidents (Revised 7/14)

Each district is required to elect, through a district-wide election process, held annually at the Fall Leadership Conference, a District Vice-President who will represent the district as a member of the State Action Team. All candidates for office are eligible to run for both the DVP position and an Executive Officer position.

3.6 Election of Executive State Officers (Revised 7/12)

Guidelines for electing Executive State Officers are as follows.

1. Each DECA chapter is allowed to submit one candidate per office for the offices of President, Vice-President of Advocacy, Vice-President of Communication, and Vice-President of Community Service.
2. Each candidate who satisfactorily completes the application and supporting materials submitted to the DECA State Advisor by the deadline date is allowed to participate in the campaign session.
3. Each candidate is given a test which evaluates knowledge of Marketing, DECA and Parliamentary Procedure. Candidates must achieve a minimum test score in order to be eligible for a Screening and Nominating Committee interview. The test will be ranked and up to 12 candidates will be interviewed. Should no candidate from a district pass the test, said district will not have a representative for that given year. **(Revised 7/15)**
4. Each of the four offices will have a separate Screening and Nominating Committee. The committee will interview each candidate and rank all candidates. The four candidates with the lowest cumulative rank of test and interview scores will be presented before the voting delegates at the Election Session. In the event of a tie, the candidate receiving the highest test score will advance and present at the election session. **(Revised 7/15)**
5. A chapter's voting delegates must be present at the Election Session in order to exercise their voting rights.
6. Voting delegates will listen and vote for the candidate of their choice for each office. **(Revised 7/15)**
7. Each candidate's test score, interview score and total votes will be ranked. The candidate with the lowest cumulative rank will be the winner. In the event of a tie, the candidate receiving the highest total votes will be declared the winner. **(Revised 5/02)**
8. DECA members may serve as an executive officer of the

State Action Team more than once.

3.7 District Vice-Presidents Elected to Executive Office (Revised 12/05)

If a District Vice President is elected to the office of President, or one of the Vice President positions, the district must replace the District Vice President. A student may not serve in a dual capacity. The replacement will be the DVP candidate with the next lowest rank from the election. **(Revised 7/15)**

3.8 Requirements of District Vice-Presidents and Executive State Officers

The District Vice Presidents and Executive State Officers are required to attend the State Officer Training Conference, the State CDC Planning Conference, the District Career Development Conference, and the State Career Development Conference and submit a POA which meets minimum criteria. District Vice Presidents are required to assist with and compete at the District Career Development Conference.

3.9 National Officer Candidates (Revised 7/14)

In order to run for a national office, a candidate must obtain permission from the DECA State Advisor. The candidate must request the National Officer Candidate Guidelines packet from the state office. This packet lists and explains the criteria for candidacy. The application and other supporting materials must be sent to the state office with a postmark date no later than **January 15**. The candidate will be interviewed by a committee designated by the DECA Advisor no later than **January 30**. The application, supporting materials and interview will be evaluated to determine the candidate(s) who will receive Missouri's endorsement. The candidate(s) receiving Missouri's endorsement will be notified by **February 5**. The application materials of the candidate(s) receiving Missouri's endorsement will be forwarded to National DECA. If elected, Missouri DECA will reimburse the candidate for flight and hotel cost for the Executive Officer Training at the International Career Conference.

3.10 State Officer Advisors (Added 6/95)

A team of two teacher coordinators serve in the capacity of the State Officer Advisors. This leadership position is a two-year term with the first year of service in the role of Assistant State Officer Advisor and the second year as the lead State Officer Advisor.

The primary purpose for this team is to provide direction,

guidance, and assistance to the 16 member student State Officer Team. State Officer Advisors are expected to perform the following duties: attend the Fall Leadership and State Officer Election Conference and assist with the management of the election process; assist in the planning and implementation of the State Officer Training Conference; assist in the planning and implementation of the State CDC Planning Meeting; supervise the State Officers at the State and International Career Development Conferences; and monitor the progress of the State Officer Team's Program of Activities on a monthly basis.

Missouri DECA provides for the registration and rooming of the State Officer Advisors at the State Officer Training Conference, State CDC Planning Meeting, and State Career Development Conference. Registration to the International Career Development Conference is provided for the lead State Officer Advisor.

3.11 State Officer Travel for Training and Planning Meetings (Added 7/15)

State officers will travel to the November Officer Training with their respective District Advisors. State officers will travel to the January Planning meeting with their respective District Competitive Events Directors. A student officer cannot drive him or herself to any DECA sponsored event. In such a case where it is more convenient for the student's parent or an adult designee of a student's parent to drive the student officer to a DECA meeting/event, this will be allowed with two conditions:

- 1) Parents must sign a form which notes the adult driver/designee and releases the Advisor, their school, and Missouri DECA from any liability which may occur during travel.
- 2) The parents must meet with the supervising Advisor near but off-site of the meeting location to transfer the responsibility for the student from the parent/designee to the Advisor.

4. DISTRICTS

4.1 Appointment of the Competitive Events Director

The Competitive Events Director is appointed annually by the State Advisor.

4.2 Duties of the Competitive Events Director and Stipend (Revised 7/15)

The main duty of the Competitive Events Director is planning and implementing the District Career Development Conference. The Competitive Events Director prepares district registration materials for the State Career Development Conference and delivers these materials at the State CDC Registration in March. Completion of a district competitive events participation report is provided to the State Advisor. In preparation for managing a competitive event at the State Career Development Conference, the Competitive

Events Director attends the State CDC Planning Meeting. The District Competitive Events Director shall receive \$350.00 for performance of their duties during the school year. If the District Competitive Events Director does not attend a required meeting or event during their term of service, stipends may be reduced or withheld. Stipend payments will be sent no later than June 1 of each year.

4.3 Selection of the District Advisor and Stipend (Revised 07/15)

The District Advisor is determined annually by the individual district and communicated to the state office by July 1. The District Advisor shall receive \$100.00 for performance of their duties during the school year. If the District Advisor does not attend a required meeting or event during their term of service, stipends may be reduced or withheld. Stipend payments will be sent to District Advisors no later than June 1 of each year.

4.4 Duties of the District Advisor (Revised 07/15)

The District Advisor attends the Fall Leadership Conference, helping District Candidates with their campaigns and leading the District Meeting and Caucus for the election of the District Vice President (VP). It is the District Advisor's responsibility to assist the District VP in completing the registration materials for the State Officer Training Conference, and make arrangements for the student's transportation to this conference and attend the district advisor meeting. He/she assists the District ~~Vice President~~ VP with the implementation of the officer's Program of Activities and signs monthly documentation forms.

The District Advisor schedules and presides at district meetings and acts as a facilitator for district-wide communications. The District Advisor implements the DVP election at the State Fall Leadership Conference. This individual provides leadership for planning and implementing District Meetings at the State Career Development Conference. A year-end district Financial Report is to be submitted by the District Advisor to the State Advisor by July 1. Districts utilizing the Missouri DECA Tax ID number must also submit an independent audit to the State Advisor by July 1.

5. COMPETITIVE EVENTS

5.1 Board Approved Events List

The Board of Directors shall annually approve the competitive events to be offered at the State Career Development Conference.

5.2 Chapters with Delegates Attending a Competitive Events Conference (Revised 7/15)

1. All chapters which intend to have delegates compete at District, State, or National competitive events conferences must have and maintain an initial slate of 10 chapter members registered by November 15 of each school year. Additional members may be added to a chapter's roster until March 1 or prior to their District's Competitive Events Conference, whichever comes first. **(Revised 7/15)**
2. All delegates attending a Missouri DECA Conference must be members of Missouri and National DECA. **(Revised 7/15)**

5.3 Entries Approved by Competitive Events Director

All competitive event entries at the State Career Development Conference must be approved by the District Competitive Events Director.

5.4 Events with an Oral Component (Revised 6/04)

Students may enter only one event with an oral component. An interview, as well as a role-play situation, is considered an oral component.

6. GENERAL CONFERENCE/ EVENT INFORMATION

6.1 Missouri DECA Comprehensive Consent Form (Revised 12/03)

The Missouri Association of DECA requires each delegate attending a state association approved conference to complete a Comprehensive Consent Form and return it to the Chapter Advisor. The form includes travel consent, medical consent, copy of medical insurance card, internet permission and delegate conduct practices and procedures. This form must be signed by the DECA member, the parent or guardian, the DECA Chapter Advisor and a school official.

6.2 Missouri DECA Statement of Assurance (Revised 5/03)

This form states that a DECA Comprehensive Consent Form is on file for each student attending a Missouri DECA Conference. The Statement of Assurance requires the teacher to have the Comprehensive Consent Form in his/her possession during all approved conferences. This form is completed by the DECA Chapter Advisor, signed by a school official and returned to the State Advisor prior to the first Missouri DECA Conference attended. Note: The Comprehensive Consent Form and the Statement of Assurance are posted on the website.

6.3 Supervision Policy (Revised 7/15)

A chapter's conference delegation must meet the adult to student ratio established by the conference. Adults must be employees of the chapter's school district or chapter advisors or school representatives approved by the Superintendent of the school who have submitted an *Agreement to Supervise* form with the appropriate signatures. Each advisor must have in their possession the Comprehensive Consent form for each student they are supervising at the conference.

6.4 Guidelines for Advisors (Revised 12/06)

Chapter Advisors have the following responsibilities and are required to adhere to these procedures when supervising students at a conference.

1. Chapter Advisors are responsible for discussing the DELEGATE CONDUCT PRACTICES AND PROCEDURES & DRESS CODE form with their students attending any State DECA Conference. Advisors should be certain their students thoroughly understand their responsibilities as a delegate.
2. Chapter Advisors are responsible for knowing the whereabouts of all their students at all times. Each Chapter Advisor should establish a policy with his/her students prior to the conference in order to meet this requirement. Advisors are responsible for having a list of student names with home addresses and phone numbers, and a Comprehensive Consent Form for each student with them at the conference.
3. Chapter Advisors who must bring children to any DECA sponsored event should understand their first priority is student supervision and participation in all activities and duties. Prior approval must be obtained from the State Advisor. **(Revised 7/15)**
4. Curfew will be enforced. Chapter Advisors are responsible for room checks to insure their students are in their assigned rooms.
5. Name tags will be worn at all times.
6. **Chapter Advisors are responsible for supervising student conduct. Advisors are to sit with their students during general sessions unless responsible for another activity during that time.**
7. Each Chapter Advisor will be assigned a conference activity.
8. The school principal will be contacted if the local advisor cannot be located within a reasonable amount of time or for any reason is unable to give reasonable or proper

supervision for the following student emergencies: accidents; intoxication; use of illegal drugs; breaking of conference rules; family emergencies; and any other situation deemed to be an emergency.

9. Chapter Advisors are not to leave the conference premises at any time during the conference.
10. Chapter Advisors are expected to adhere to the DELEGATE CONDUCT PRACTICES AND PROCEDURES & DRESS CODE.

6.5 No Smoking Policy (Revised 12/00)

No smoking will be permitted while a delegate is officially representing his/her chapter of Missouri DECA.

6.6 Disciplinary Policy (Added 6/04)

A violation of the Delegate Conduct Practices and Procedures may result in a letter being sent by the State Advisor to the Chapter Advisor requiring a written response to the Missouri DECA Board of Directors on how discipline was administered at the local level with supporting documentation and a description of what steps will be taken to prevent a recurrence of the violation. The chapter will be placed on probation for one year from the date of the violation.

If another violation occurs within the probationary period, the above action will occur, plus the chapter may be ineligible to participate in any state sponsored activity for one year from the date of violation.

6.7 Travel Policy (Revised 7/15)

Students are not allowed to drive to any State, Regional, or International DECA event. All delegates to these conferences/events are expected to attend the entire conference/event and complete all conference/event activities.

6.8 Security Policy (Revised 7/15)

Chapter Advisors have the following responsibilities and are required to adhere to these procedures when supervising students at a conference.

1. All conference attendees must wear name tags. In addition, all attendees must have a picture ID such as a driver's license that corresponds with their conference name badge. A photo of the ID is permissible.
2. A safety and security briefing will be conducted for all advisors at the beginning of the conference.
3. Curfew will not be extended for any conference participant. Hotel staff and law enforcement will be informed of the

official curfew times and will stop unaccompanied students after curfew.

4. Students will be encouraged to travel in groups, attend the entire general sessions, and observe curfew. Students should not travel anywhere after nightfall without an adult.
5. Advisors will provide emergency phone numbers or contact information to all students. Make sure students know the location of the Missouri headquarters room and the name and room number of at least one other chapter advisor in addition to their own advisor.
6. Advisors will check all delegates' rooms at curfew each night to account for all delegates.
7. Delegates will be encouraged to be respectful of other guests by reducing noise and inappropriate behavior.
8. Do not allow delegates to socialize with people who are not part of the conference.
9. In addition to the delegate conduct and medical consent form, Advisors should have the home and work phone numbers for the student's parent, your principal and/or your superintendent, and make sure your administrators have the hotel phone number.

6.9 Dress Code (Revised 5/11)

The Missouri DECA dress code is the same as the National DECA dress code, which is outlined in the DECA Guide. Professional dress is required at all DECA conferences for students and advisors. The following constitutes "professional attire:"

Males

Suit or sport coat or DECA blazer

Dress slacks

Collared dress shirt

Necktie

Dress shoes (i.e., no athletic shoes)

Dress socks (i.e., no sport/athletic socks)

Females

Professional dress, business suit (skirt or dress slacks), business skirt/pants and dress blouse with separate jacket or DECA blazer

Dress shoes (no flip flops, athletic footwear, etc.)

7. FALL LEADERSHIP AND STATE OFFICER ELECTION CONFERENCE (REVISED 12/07)

7.1 Purpose of Conference

This conference is designed to provide Missouri DECA members the opportunity to develop leadership skills through participating in the officer election process. **(Revised 7/15)**

**8. CENTRAL
REGION
LEADERSHIP
CONFERENCE****7.2 Voting Delegates (Revised 7/15)**

The number of voting delegates able to attend the Fall Leadership Conference from each school is allotted according to the chapter's membership for the previous school year as substantiated by the chapter's roster. The ratio is one voting delegate for every 7, including professional members, and major fraction thereof, with a minimum of two voting delegates per chapter. Schools not sending voting delegates should advise the State Advisor one week prior to the registration deadline. At the discretion of the State Advisor, unused voting delegate allotments may be distributed among attending schools within the same districts as the unused allotments.

7.3 Supervision Ratio

The requirement for our adult-student ratio attending the Fall Leadership and State Officer Election Conference is one to ten.

8.1 Attendance (Revised 12/94)

All DECA members are eligible to attend this annual conference. State Officers and District Vice Presidents are encouraged to attend in order to take advantage of the leadership workshops and professional growth activities.

8.2 Supervision Ratio (Added 6/05)

The requirement for our adult-student ratio attending the Central Region Leadership Conference is one to ten unless the host state establishes a lower supervision ratio.

**9. STATE
CAREER
DEVELOPMENT
CONFERENCE****9.1 Quotas for Participation**

Quotas for the State Career Development Conference will be determined annually by the Board of Directors.

9.2 Supervision Ratio (Revised 12/94)

The requirement for the adult-student ratio attending the State Career Development Conference is one to ten.

9.3 Advisor/Chaperone Work Assignments (Revised 7/15)

Advisors/Chaperones are assigned to work a competitive event or assist with conference activities. These assignments are determined by the State Advisor.

9.4 Criteria for Support from State Association-(Rescinded 5/11)

9.5 Leadership Academy Directors (Revised 7/15)

A team of two teacher-coordinators serves in the capacity of Leadership Academy Directors. This leadership position is a two-year term with the first year of service in the role of Assistant Leadership Academy Director and the second year as the lead Leadership Academy Director.

The primary purpose for this team is to plan, organize, and implement the Leadership Academy at the State Career Development Conference. Goals and objectives identified for the Academy serve as the framework for activities selected. Leadership Academy Directors are expected to perform the following duties: serve as a liaison between the participants at the Leadership Academy and the DECA Board of Directors, State Advisors, and State Action Team; provide feedback to the DECA Board of Directors concerning the interests and ideas of the student participants; provide the State Advisor with materials used in the Leadership Academies so that activities are not repeatedly utilized and their effectiveness diminished; and plan and supervise the activities of the Leadership Delegates at the International Career Development Conference (state spirit activities, campaigning for National Officer Candidates, etc.).

Missouri DECA provides for the registration and rooming of the Leadership Academy Directors at the State CDC Planning Meeting and State Career Development Conference.

Registration to the International Career Development Conference is provided for the lead Leadership Academy Director.

**10.
INTERNATIONAL
CAREER
DEVELOPMENT
CONFERENCE**

10.1 Quotas for Participation (Revised 6/04)

Quotas for attending the International Career Development Conference are set by National DECA based on the state's total membership proportionate to the total organization's membership.

10.2 Allocation of Slots (Revised 12/06)

Missouri DECA determines how the quotas set by National DECA will be used. The order of priority is:

1. Qualifying winners and their advisors
2. Leadership Delegates
3. Special Competitive Event Winners, as approved annually by the Missouri DECA Board of Directors.
4. State Officers

~~10.3~~ Criteria for Support from State Association (Rescinded 5/11)

10.4 National Travel Insurance (Rescinded 12/90)**10.5 Advisor/Chaperone Duty Assignments (Revised 7/15)**

Advisor and chaperone duties are assigned by the State Advisor according to the competitive event(s) allocated to the state by National DECA. Advisors must complete the assigned shift/s to support the Missouri delegation at ICDC. Chaperones, and Administrators attending should expect to be asked to complete a 4 hour duty slot to support the Missouri delegation at ICDC.

10.6 Traveling as a Delegation (Revised 6/90)

All Missouri DECA members travel as a delegation to International conferences. No exceptions or alternative travel arrangements will be considered or accepted for any reason. Travel arrangements are determined by the State Advisor. All delegates to the international conference are expected to attend the entire conference and complete all conference activities.

10.7 Support for State Officers (Rescinded 5/11)**10.8 Supervision Ratio (Added 6/05)**

The requirement for the adult-student ratio attending the International Career Development Conference is one to five.

10.9 ICDC Competitive Events Directors (Added 7/15)

Based upon state duty responsibilities assigned by national DECA, it may be necessary for Missouri DECA to supply up to 4 Competitive Events Directors. Advisors assigned to these duties will be compensated with a stipend of \$375.00 which will be mailed no later than July 1.

**11. STATE
ASSOCIATION
OPERATIONS
(ADDED 12/90)****11.1 State Advisor Travel**

Reimbursement from Missouri DECA funds for State Advisor travel and lodging expenses related to DECA activities is authorized when other sources of reimbursement are not available. Reimbursement shall be limited to DECA guidelines.

11.2 Financial Policies (Revised 7/07)

1. The Missouri Association of DECA shall maintain its status as a not-for-profit corporation in the State of Missouri and as a subsidiary organization of Distributive Education Clubs of America, an IRS 501-C-3 tax exempt organization.
2. The Missouri DECA Board shall designate and approve the State Advisor, one DECA Board Member, and at least one additional person to serve as the signatories on all checking accounts. In the absence of one or more of these positions being filled, signatories will be appointed by the DECA Board. **(Revised 5/11)**
3. The Missouri DECA Board shall designate the Treasurer for Missouri DECA.
4. The signatories shall be bonded.
5. Bank statements shall be opened and reviewed by someone other than the signatories.
6. All receipts and expenditures shall be used for the purpose of DECA activities.
7. Receipts shall be posted to the DECA account and deposited in a timely manner by someone other than the signatories.
8. Expenditures shall be made by a request for check approved by the State Advisor and prepared by the Treasurer. All accounts shall require two signatories other than the Treasurer.
9. Purchase orders received in payment shall be entered in the accounts receivable file and an invoice issued for payment of the purchase order shall be sent in a timely manner.
10. Records shall be kept in accordance with generally accepted accounting principles for a cash basis accounting system.
11. An annual audit of the accounts shall be conducted by an independent source for the purposes of:
 - a. Reconciliation of the accounts
 - b. Verification of account balances
 - c. Assurance of propriety of receipts and expenditures.
12. The President and President-Elect, or their designee from the Board, shall serve as the audit committee to review the annual audit and report to the board their findings.
13. Any cash received shall be documented through a receipt and immediately deposited in the appropriate account. Cash receipts shall be strongly discouraged.
14. No receipts from individual students shall be allowed.

15. The board shall receive quarterly reports of the receipts, expenditures, and account balances for DECA accounts.
16. The board shall approve annually a budget of receipts and expenditures for DECA accounts.
17. Any reserve funds shall be transferred to the Foundation for Missouri DECA Inc. to be invested in a fully insured institution. Proceeds from the investments shall be used primarily to fund scholarships for DECA members.
(Revised 5/09)
18. An IRS Form 990 shall be filed by Missouri DECA with the national DECA organization by September 30 each year.

**12.
MEMBERSHIP
(ADDED 6/05)**

12.1 Student Membership Eligibility (Revised 6/10)

Students concurrently enrolled in Marketing or Cooperative Career Education are eligible for membership in DECA. In addition, students enrolled in other courses taught by a certified marketing teacher currently teaching at least one approved marketing course and serving as a DECA advisor also are eligible for DECA membership. The course content must align with a state-approved DECA competitive event for the student to be eligible for membership. Year long or semester course enrollment satisfies the concurrent enrollment issue.

12.2 Parochial/Private School Membership (Added 7/15)

Parochial or private schools may create a chapter with DECA members to participate at the State level if they meet the same educational DESE requirements as a public school with an approved marketing program. An initial application must be submitted to the Missouri DECA Board of Directors no later than May 1st of the calendar year for July meeting approval for the next school year. Each year, a shorter renewal application will be completed by parochial/private school chapters.

Appendix

**SALES
PROJECTS**

Sales Projects (Revised 5/11) (Appended 7/13)

All sales projects will be determined at the local level by each individual DECA chapter. All prior state sales projects will be discontinued.