



COLLEGIATE  
**DECA**<sup>TM</sup>  
MINNESOTA ASSOCIATION

# **State Officer Candidate Information**

## **ELIGIBILITY FOR CANDIDACY:**

1. Only active members will be eligible for state office.
2. Student must have a scholastic average of 2.5 or higher (with an "A" letter grade being equivalent to 4.0) using post secondary work only to determine grade point average. If no grade point average records have been accumulated, a letter from your advisor(s) stating that the candidate may potentially receive a 2.5 minimum grade point average will be accepted.
3. No campus may run more than three candidates. No campus may run more than one candidate for President.

## **CANDIDATE ATTIRE:**

- Professional attire is expected for the Opening Session, Competition and Meet the Candidates and Voting Delegate Session.
- Professional attire or semi-formal is expected for the Awards Ceremony
- Business Casual is expected at other times
- No visible tattoos

## **APPLICATION PROCEDURE:**

Those students interested in seeking a State Collegiate DECA office **must submit** the following documents to Jennifer Shouse-Klassen, Executive Director, at [jennifermncollegiatedeca@gmail.com](mailto:jennifermncollegiatedeca@gmail.com)

**Step 1:** Complete the State Officer Application Form

**Step 2:** Send the following documents to the Executive Director.

- Cover Letter
- Resume
- Grade transcript or letter of potential grade point average
- Code of Conduct

**Step 3:** Have your chapter advisor email their Letter of Recommendation to Jennifer Shouse-Klassen at [jennifermncollegiatedeca@gmail.com](mailto:jennifermncollegiatedeca@gmail.com)

If you have questions please contact Jennifer Shouse-Klassen, [jennifermncollegiatedeca@gmail.com](mailto:jennifermncollegiatedeca@gmail.com) or 507-828-1687.

**Your forms must be received by midnight on February 1.**

# APPLICATION PROCESS DEFINITIONS

## **COVER LETTER:**

Your cover letter should include the following: statement of the position that you are running for, why you are running, past leadership experience, involvement in DECA and future ambitions.

- Candidate's name
- Office seeking - President or Vice President
- Why you are running for a State Officer position
- Past leadership experience or involvement in DECA
- Specific list of goals or ideas you would like to see implemented or accomplished if elected

## **RESUME:**

Your resume should feature any work experience you have had, leadership titles held, awards received, and community service contributions.

## **TRANSCRIPT:**

A scanned or hard copy of your current grade transcript is required to demonstrate your ability to maintain a 2.5 GPA.

## **CHAPTER ADVISOR LETTER OF ENDORSEMENT:**

A letter of support highlighting your strengths and weaknesses is required from your chapter advisor

## **CODE OF CONDUCT:**

Code of Conduct is required because as a State Officer and as a candidate you are expected to be a role model to the students within this organization.

## CANDIDATE SCHEDULE DURING CAREER DEVELOPMENT CONFERENCE:

AREAS HIGHLIGHTED IN **YELLOW** ARE REQUIRED BY CANDIDATES AND VOTING DELEGATES!

### **THURSDAY, FEBRUARY 20, 2025**

#### **1:15 PM Opening Session |**

During this session you will be introduced to the conference at large. Please arrive outside the banquet hall doors no later than 12:50pm for further instruction.

#### **8:45 PM Meet the Candidates and Voting Delegates Session |**

During this session you will have an opportunity to introduce yourself and address all interested parties at the conference. Each candidate will prepare and give a 3 - 5 minute introduction. After each candidate has spoken, the floor will be open for questions. A moderator will be there to keep questions appropriate and to make the session run smoothly.

In addition, voting delegates will go through a briefing about their role and what to look for in a state officer.

### **FRIDAY, FEBRUARY 21, 2025**

#### **4:30 PM Awards Ceremony |**

The new state officers will be announced at the conclusion of the Grand Awards Session. Please be prepared to quickly come to the stage.

**Delegates and candidates are required to participate in the Meet the Candidates session. Please see campaign rules and guidelines below.**

## **CAMPAIGNING RULES**

- A. No officer campaigning or distribution of campaign literature will be permitted prior to the close of the Opening Session at 2:30pm on Thursday, February 20, 2025.
- B. Each candidate nominated will be given time for speeches and/or demonstrations on his/her behalf during the Meet the Candidates session. All candidates will be limited to 3-5 minutes for speeches and/or demonstrations.
- C. All chapters are expected to encourage and observe good taste in the promotion of their candidates.
- D. Each candidate will submit a one-page campaign flyer outlining the candidate's qualifications and reasons for running for office to [jennifermncollegiatedeca@gmail.com](mailto:jennifermncollegiatedeca@gmail.com) no later than Thursday, February 20 at 1pm. This flyer should be submitted as an 8.5" x11" PDF.
- E. The one-page flyer will be posted at the Meet the Candidates session on Thursday, February 20.

F. Social media may be used during the campaigning period (2:30pm CST Thursday, February 20 – 8:45pm CST Thursday, February 20) by the officer candidates and their supporters to promote the candidate. Candidates and members of their campaign team should not directly solicit, encourage, ask or answer questions from voting delegates, other candidates, DECA members or any other individuals except publicly through the Meet the Candidates session.

The candidate's chapter may provide support on approved social media platforms during the campaign period by re-posting, re-tweeting, and/or liking original posts.

Whether an original post, or a post that is commented to or liked, DECA Inc. encourages all individuals to use their best judgement and remember that they are representing not only their association or chapter, but also representing DECA. Candidates and supporters are expected to portray themselves, and the organization, in a positive manner at all times. Under no circumstances will inappropriate social media behavior and/or cyberbullying be allowed. If this occurs, candidates will be subject to disqualification, and the association's voting delegates will be subject to their entire chapter's voting privileges being revoked.

We understand that candidates may receive direct messages from members during the campaigning period. However, direct engagement through private communications such as direct messages is prohibited, and candidates who engage beyond the pre-approved response provided by DECA Inc. may be subject to disqualification. The following may be sent by candidates and supporters in the event a direct message is received:

Thank you for your message. As a Minnesota Collegiate DECA Officer Candidate, I cannot engage in direct message conversations per the campaign guidelines established by Minnesota Collegiate DECA. I invite you to attend the Meet the Candidates session on Thursday, February 20 at 8:45pm or watch the session on the YouTube channel.

In addition, chapters whose voting delegates encourage or engage in actions that are against the above guidelines will be subject to their entire chapter's voting privileges being revoked.

The use of social media is approved in the following ways for candidates:

<p><b>Facebook</b> (personal accounts, groups, pages, etc.)</p>	<p>Utilize the <b>DECA Executive Officer Facebook Group</b> within the guidelines</p> <p>Share/post text, graphics, videos, links, etc. containing campaign materials</p> <p>Create a Facebook page for their campaign or post on their personal account(s)</p> <p>If requested, add members as a "Friend" of their personal account or follower of their campaign Facebook page</p> <ul style="list-style-type: none"> <li>No accompanying direct messages allowed</li> </ul> <p>Mention/tag other individuals/accounts</p> <p>Encourage their materials to be shared on other platforms</p> <p>Comment on or share posts from other candidates</p> <p>Utilize Live Video features (within all guidelines)</p> <p>Utilize other features including "Polls" and "Events"</p> <p>Follow the "Instagram" guidelines for posting Stories to Facebook</p>	<p>Solicit/encourage questions in any form</p> <p>Ask/answer questions in any form</p> <p>Engage in private, direct messaging</p> <p>Establish Facebook groups with any individuals</p>
<p><b>Instagram</b> (Posts, Stories, etc.)</p>	<p>Share/post text, graphics, videos, links, etc. containing campaign materials</p> <p>Create an Instagram account for their campaign or post on their personal account(s)</p> <p>Follow other individuals/accounts</p> <p>Mention/tag other individuals/accounts</p> <p>Encourage their materials to be shared on other platforms</p> <p>Comment on or share posts from other candidates</p> <p>Use other Story features including "Polls," "Quizzes," and "Rating Scales"</p> <p>Utilize Live Video features (within all guidelines)</p>	<p>Solicit/encourage questions in any form</p> <p>Engage in private, direct messaging</p> <p>Ask/answer questions in any form</p> <p>Post stories that contain the "Questions" feature</p>
<p><b>Twitter</b></p>	<p>Share/post text, graphics, videos, links, etc. containing campaign materials</p>	<p>Solicit/encourage questions in any form</p>

	<p>Create a Twitter account for their campaign or post on their personal account(s)</p> <p>Follow other individuals/accounts</p> <p>Mention/tag other individuals/accounts</p> <p>Encourage their materials to be shared on other platforms</p> <p>Comment on or share posts from other candidates</p> <p>Use features including "Polls"</p>	<p>Engage in private, direct messaging</p> <p>Ask/answer questions in any form</p>
<b>LinkedIn</b>	<p>Share/post text, graphics, videos, links, etc. containing campaign materials</p> <p>Invite DECA members to connect</p> <ul style="list-style-type: none"> <li>• No accompanying direct messages allowed</li> </ul> <p>Mention/tag other individuals/accounts</p> <p>Encourage their materials to be shared on other platforms</p> <p>Comment on or share posts from other candidates</p> <p>List their DECA accomplishments and accolades</p>	<p>Solicit/encourage questions in any form</p> <p>Engage in private, direct messaging</p> <p>Ask/answer questions in any form</p>
<b>Snapchat</b>		Not allowed in any form
<b>TikTok</b>		Not allowed in any form
<b>Live Video</b> (Livestream, Webinars, Facebook, Instagram, etc.)	Share informational/persuasive campaign messages	<p>Solicit/encourage questions in any form, including comment areas</p> <p>Ask/answer questions in any form, including comment areas</p>
<b>YouTube</b>	Share videos containing campaign messages	<p>Solicit/encourage questions in any form, including comment areas</p> <p>Ask/answer questions in any form, including comment areas</p> <p>Record and share a video answering questions received from individuals</p> <p>Use another individual in videos to ask questions to the candidate</p>

<b>Video Calls</b> ( <i>Zoom, Teams, Skype, etc.</i> )		<p>Not allowed in any form <u>except</u> to participate in official #DECAICDC Week activities hosted by DECA Inc. or Executive Officer Team</p> <p>On calls, candidates may not promote their campaigns in any form</p>
<b>Websites</b>	<p>Create informational/persuasive websites to promote their campaign</p>	<p>Solicit/encourage questions in any form</p> <p>Ask/answer questions in any form</p> <p>Share an email address to ask questions</p> <p>Display a question box or utilize any direct messaging service features as part of their site's functionality</p>
<b>Direct Messaging</b> ( <i>SMS Texts, GroupMe, WhatsApp, Facebook Messenger, Telegram, Slack, Instagram, Twitter, TikTok, LinkedIn, Facebook, Snapchat, Other Social Media, etc.</i> )		<p>Not allowed in any form</p>
<b>Pre-Existing Messaging Groups</b> ( <i>SMS, GroupMe, WhatsApp, Facebook Messenger, Other Facebook Groups, Telegram, Slack, etc. i.e., Regional Officer chats</i> )	<p>Share/post text, graphics, videos, links, etc. containing campaign materials</p>	<p>Solicit/encourage questions in any form</p> <p>Ask/answer questions in any form</p> <p>Create new groups of individuals</p> <p>Engage in direct conversations or debate with other candidates</p>
<b>Email</b>		<p>Not allowed in any form, except within one's own association</p>
<b>Phone Calls</b> ( <i>Phone, Skype, Zoom, Teams, etc.</i> )		<p>Not allowed in any form</p>

- G. Officer candidates will be limited to a maximum expenditure of \$25 for campaign materials. No giveaways will be permitted.
- H. No campaigning or distribution of campaign literature will be allowed at the General Sessions or Award Session.
- I. Candidates failing to adhere to campaign procedures may be disqualified from running for State Office at the discretion of the Executive Director and the Chairperson of the Board of Directors



## STUDENT COLLEGIATE DECA OFFICERS

- 02.01 The official meeting for election of State Officers of Minnesota Collegiate DECA will be at the annual business meeting. (By-laws: Article VII, Section 2)
- 02.02 Only active members of Collegiate DECA of Minnesota will be eligible for state office in this division. To be eligible, a candidate must have a scholastic average of 2.5 or higher (with an "A" letter grade being equivalent to 4.0) using post secondary work only to determine grade point average
- 02.02a Candidates can be from any active member college and one of the current Vice Presidents of the State Officer Team. All candidates must be screened for approval of their candidacy. (This may mean that 1 school will have 2 representatives on the Officer team.)
- 02.03 Each candidate will be interviewed by phone, Zoom or in person by the Executive Director or Director of Operations to screen candidates for state office.
- 02.04 State Officers of Minnesota Collegiate DECA shall consist of a President and up to 6 vice presidents and will be known collectively as the State Officer Team. No school may run or elect more than two candidates however a third candidate may be considered and approved by the Board of Directors upon request.
- 02.05 The State President shall be elected at the Annual Business Meeting during the Career Development Conference. The State President shall be elected by a majority vote by roll call ballot of the authorized voting delegates. (By-laws: Article V, Section 5) The voting delegates will be allowed to cast a vote in rank order from 1 to 5 for the candidates they support. A delegate may choose not to select a full slate of candidates. A candidate will receive points for each vote received: 1st place = 5 points, 2nd place = 4 points, 3rd place = 3 points, 4th place = 2 points, 5th place = 1 point. A candidate must receive at least the number of points that is equal to 51 percent of the voting delegates voting to qualify for election. Each candidate will be polled in advance to determine if they are willing to serve as president and/or vice president. The individual who received the highest number of points that has stated willingness to serve as president shall be elected president. The next four individuals receiving the highest number of points that have stated willingness to serve as vice president shall be elected as vice presidents.
- 2.05a All voting delegates or their designated alternative must be present at the Meet the Candidates Session and the Annual Business Meeting to be eligible to cast their vote.
- 02.06 No individual may succeed him/herself as an officer and no individual may serve as an officer for more than one division. A Vice President may run for the presidency with the recommendation of the Board of Directors. (Taking this into account - if a current VP runs for President and doesn't get elected he/she cannot run for the Vice President position.)

02.07 In the event there are not enough candidates to fill the designated offices at the Career Development Conference, the Board of Directors **may** appoint members to the unfilled offices, except the office of president, which shall be filled by the vice president that received the second most points during the election session in which the current officer team was elected. Each of these members' qualifications should first be submitted for consideration. (By-laws: Article V, Section 7)

02.08 In the event of the loss of an office, the Board of Directors may appoint an acting officer for the remainder of the term until the next International Career Development Conference. (By-laws: Article V, Section 8)

02.08a REPLACEMENT OF STATE OFFICERS: If the vacancy occurs at the state level, the Executive Director may notify the college of the representative to select a qualified member to fill the vacancy position. Vacancies will not be filled which occur after November 15.

02.09 INVOLUNTARY OFFICER RESIGNATION POLICY: In the event that an officer is judged by the Board of Directors to not be fulfilling his/her duties as a State Officer, the following procedures will be followed:

Step 1. A written notice (by read receipt if email or certified mail) from the Executive Director to the particular State Officer, with a copy to the Advisor, stating the concern surrounding the issue must be sent. (The officer will have five (5) working days after receipt to respond to the notice.)

Step 2. If the area of concern has not been rectified, the officer will receive a second notice (by read receipt if email or certified mail) stating the concern, with a copy to the Advisor. (The officer will have five (5) days after receipt to respond to the notice.)

Step 3. A written notice (by read receipt if email or certified mail) from the State Staff will ask for the resignation of the State Officer. The officer will have five (5) working days after receipt to respond to the notice. The State Officer has the right to appeal to Minnesota Collegiate DECA Board of Directors within five (5) days of receiving the letter requesting resignation. The Board of Directors will respond to the appeal within fifteen (15) working days.

02.10 A member of the outgoing State Officer team may be selected by the Executive Director at the State Career Development Conference to serve as Chairperson for the following State Officer Team.

02.11 The requirements and duties of candidates for State Officers in Minnesota Collegiate DECA are as follows:

### **All Presidential Candidates and Vice Presidents**

1. Must be prepared to meet all of the prescribed duties and responsibilities as stated in this division's constitutional by-laws.

- B. Must attend Officer Training Conference following their installation as officers at the State Career Development Conference. (Approximate time requirement is 3 days.)
  - C. Should attend the International Career Development Conference as an officer-elect. Newly elected State Officers will assume office and all of its responsibilities on the Monday following the State Career Development Conference. (Approximate time requirement is 5 days.)
  - D. Must attend Innovation Summit Conference as scheduled by the State Officer Team. (Approximate time requirement is 1 day.)
  - E. Must attend Emerging Leaders Academy as schedule by the State Officer Team. (Approximate time requirement is 1 day.)
  - F. Must attend State Career Development Conference during their term of office. (Approximate time requirement is 4 days.)
  - G. Must attend officer meetings throughout their term of office as called by President and/or Executive Director. (Approximate time requirement is 8 meeting dates.)
  - H. Should attend Board of Directors meetings as requested.
  - I. Shall assist in the planning, organization, operation, and evaluation of all Minnesota Collegiate DECA activities.
  - J. Shall promote the growth and development of Collegiate DECA in the State of Minnesota in accordance with the Goals and Objectives established by the State Officer Team and shall be available as necessary in promoting the general welfare of Minnesota Collegiate DECA.
- 02.12 DUTIES OF PRESIDENT: It shall be the duty of the President of Minnesota Collegiate DECA is responsible for any unrepresented colleges, to preside at all business meetings of his/her Division; and to make all necessary committee appointments including the designation of committee chairperson; and to develop with the board members a program of work for the term of office; and to make himself/herself available as necessary in promoting the general welfare of Minnesota Collegiate DECA.
- 02.13 DUTIES OF STATE OFFICER TEAM: It shall be the duty of the Executive Board Members to serve in any capacity as directed by the President and/or the Executive Director to fulfill the duties listed in articles 2.14
- 02.14 DUTIES OF STATE OFFICER TEAM:
- A. To record the proceedings of all business meetings; to accumulate the minutes and/or proceedings of all committee meetings.
  - B. To present any membership reports necessary.
  - C. To see that all meetings are conducted in accordance with proper parliamentary procedure at the business meetings.

D. To work closely with the President and Executive Director to encourage maximum publicity by all chapters; to be responsible for obtaining articles for the Newsletter; and to make themselves available, as necessary, in promoting the general welfare of Minnesota Collegiate DECA.

02.15 Individuals elected as State Officers at one annual meeting will hold office from the close of the year's State Career Development Conference until the close of the next year's State Career Development Conference. No individual may hold a State office in more than one Division of Minnesota DECA at the same time. (Constitution: Article VI, Section 2)

02.16 State Officers shall submit goals and objectives for Board of Directors approval prior to September 1st.

02.17 Reimbursement for State Officer expenses will be determined by the Board of Directors at the beginning of each fiscal year and in accordance with the approved budget.  
Appendix B

02.18 State Officer expense claims older than 60 days may not be honored.

## **OFFICER CODE OF PROFESSIONAL CONDUCT**

As the elected representatives of the student members of the Collegiate DECA Division, state officers assume and accept a high degree of responsibility to conduct themselves in a manner that brings credit to themselves, the organization and the members.

Because ultimate responsibility for Collegiate DECA finances, procedures and policies of necessity remain the sole purview of the elected board of directors and their executive director, the state officers are precluded from:

- Entering into any contractual relationship on behalf of the organization and
- Committing the organization to any policy without specific authorization of the board of directors or executive director.

By signing this State Officer Code of Professional Conduct, candidates agree to abide by the policies described below and to assume responsibility for their conduct if elected. The specific areas of violation are listed to provide guidance to the officer, and are not to be considered as all-inclusive.

### **PROFESSIONAL RESPONSIBILITIES AND STANDARDS**

As a state officer, I will

- abide by the state officer dress code while representing the association.
- complete and submit all reports and assignments on time and correctly formatted.
- attend and participate in all called meetings, conferences and appointments.
- comply with all conference rules and regulations including dress codes, etc.
- follow instructions given by the Executive Director or his/her designee.
- not use tobacco products while in the presence of student members or advisors.
- not use profanity or other vulgar or inappropriate language or behavior.
- not lie, cheat or steal
- for officers of legal drinking age, not consume or possess alcoholic beverages while representing the organization.
- not engage in any activity that may be perceived as violating the rules of conduct for the function I am attending as a state officer
- obtain advance approval from the Executive Director for all activities where the officer is representing Collegiate DECA. Officers may independently solicit invitations to meetings or conferences, however authorization must be received by the Executive Director.

Violations of the Professional Responsibilities and Standards may result in disciplinary action as outlined in the Policy & Procedures Manual section 02.09.

## CONDUCT UNBECOMING A STATE OFFICER

As a state officer, I will not:

- violate the law, including but not limited to
  - consuming or possessing alcoholic beverages or other controlled substance
  - theft or other felony crimes.
  - represent someone else's work as my own.
  - engage in any manner of sexual conduct/harassment or other activities that may discredit the organization (includes written or verbal comments and all forms of in appropriate physical contact)
  - discriminate against others
- violate one or more of the Professional Responsibilities and Standards to a degree deemed as extreme by the Executive Director (i.e., using excessive profanity to a member or advisor, excessive use of alcohol even if of legal age, etc.)

I, \_\_\_\_\_, \_\_\_\_\_ of the \_\_\_\_\_  
\_\_\_\_\_ division, understand and agree to this Code of Conduct.

\_\_\_\_\_  
Officer's Signature

\_\_\_\_\_  
Date