

# **2021-2022 STATE OFFICER TEAM GUIDEBOOK**



ARIZONA  
**DECA**

## QUALIFICATIONS FOR STATE OFFICE

In order to serve on the 2021-2022 Arizona DECA State Officer Team, a candidate must:

- Be an active DECA member in good standing at the chapter, state, and international levels
- Be a currently-enrolled junior in a Career and Technical Education (CTE) program and plan to enroll in a CTE program during senior year, unless all CTE program levels have been completed
- Have the written approval of her/his chapter advisor, parent/guardian, and school administrator (advisors should only endorse worthy candidates)
- Have a cumulative grade point average of 2.75 or better (an “A” letter grade being equal to a 4.0) for three of the previous four semesters and maintain a grade point average of 2.5 or better during term of office
- Have attended at least one of the following conferences during the current academic year:
  - Emerging Leader Summit
  - Virtual Officer Leadership Training (VOLT)
  - Fall Leadership Experience
  - DECA Power Experience
  - Western Region Leadership Conference
- Not be a voting delegate at the State Career Development Conference

Complete adherence of these qualifications is the responsibility of the candidate’s chapter advisor.

## APPLICATION PROCEDURES

The following is the step-by-step process for applying to be a candidate for the State Officer Team. Elections shall take place during the 2021 State Career Development Conference.

- Candidates must complete and submit the online application by December 4, 2020.
- The following documents must be uploaded, in PDF format, to the online application:
  - A typed one-page resume
  - A letter of recommendation from a chapter advisor
  - An unofficial academic transcript (including the current semester)
  - A signed State Officer Permission Form (see page 13)
- Candidates must participate in interviews with the Arizona DECA High School Advisory Council on January 29, 2021. Candidates must appear in business professional attire (DECA blazers optional) for their interview or will be disqualified.
- Prior to the interview, the Arizona DECA State Staff will evaluate each candidate’s online presence for professionalism. All active social media profiles used by the candidate must be provided in the application. Failure to disclose any active social media profile will result in disqualification.
- At the interview, applicants must demonstrate competence in the following: academic diligence, commitment, courtesy, DECA knowledge, enthusiasm, etiquette, intelligence, leadership experience and success, maturity, oral communication, problem solving, and public relations.
- At the interview, candidates must take a written test covering information in the State Officer Team Study Guide (see page 11).

Incomplete applications or applications submitted after December 4, 2020, will not be accepted.



## CAMPAIGN PROCEDURES\*

### Prior to the State Career Development Conference

- Written campaign materials shall be limited to one 8.5" x 11" flyer (one-side only). The candidate's picture may be included on the flyer. The candidate may want to include a listing of the goals he/she has set, a brief plan of implementation, and a listing of her/his experience. A copy of the flyer must be sent to Francisco.OrtizDavis@azed.gov and approved before it is mass-produced or published on any social media profile.
- Beginning on February 13, 2021, the candidate may use any personal social media profile to promote her/his candidacy. Social media profiles not operated by the candidate are not to be used.
- The candidate's speeches must be sent to Francisco.OrtizDavis@azed.gov by February 1, 2021. Once approved, the speeches cannot be changed.

### At the State Career Development Conference

1. Campaigning begins on February 19, 2021, at 8:00 AM, and continues until the conclusion of the Election Session, with respect to curfew. Campaigning is only allowed within the conference center.
2. Each candidate will receive a table at a designated location, where all campaigning will be allowed. The table will be freestanding without pipe and drape or access to power.
3. Prior to and immediately after (but not during) all general sessions, campaigning will be allowed in and around the Arizona Grand Ballroom.
4. No campaigning is allowed in competitive event rooms.
5. Verbal networking is allowed throughout the Arizona Grand Resort & Spa.

### Allowed Campaign Materials

- Signs on sticks made from poster board no larger than 22" x 28" (these may be two-sided)
- Campaign table/booth area decorations
- Campaign buttons
- Campaign ribbons
- Campaign flyers (must be approved as outlined above)

No candy, giveaways, or other campaign materials of any kind will be permitted.

### Allowed Campaign Budget

You may spend up to \$300 for materials for your campaign. You must save your receipts and bring them with you to the State Career Development Conference. Use of free school resources is approved and will not be calculated against the \$300 budget.

### Campaign Table Rules

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

\*Campaign Procedures are subject to adjustment based on format of State Conference including virtual, hybrid, or other logistical format or variable.

## **ELECTION PROCEDURES\*\***

The following is the step-by-step process for the election of the 2021-2022 State Officer Team during the 2021 State Career Development Conference.

- During the Voting Delegate Session on the evening of February 21, 2021, all candidates will give one campaign speech to voting delegates, which is not to exceed two minutes in length.
- During the Election Session on the evening of February 22, 2021, all candidates will give one closing speech to voting delegates, which is not to exceed one minute in length.
- After the conclusion of all speeches during the Election Session, voting delegates will vote for their District Representative.
- The candidate with the highest vote share in each district will be elected to office.
- Districts without a candidate, or with an unopposed candidate, will be allowed to vote from the entire field of candidates. The candidate with the highest vote share who was not elected in their own district will be elected to office.
- In the case of a tie, the candidate with the higher test score will be elected to office.
- Voting delegates who do not attend, arrive late to, or leave early at the Voting Delegate Session or Election Session, for any reason, will be disqualified.
- Those elected to office will be announced during the Grand Awards Session on February 23, 2021.
- Following the conclusion of the State Officer Leadership Development Institute (SOLDI), elections will be held for the positions of State President, State Vice President, and State Secretary from among and by the members of the newly-elected State Officer Team.

\*Election Procedures are subject to adjustment based on format of State Conference including virtual, hybrid, or other logistical format or variable.



## **TEAM DUTIES**

- Develop and follow through on the annual Arizona DECA Program of Leadership
- Participate in chapter visits to promote Arizona DECA affiliation and programming
- Participate in a variety of different programming as student representatives of Arizona DECA

## **STATE PRESIDENT**

- Represent Arizona DECA student members as a voting member of the Arizona DECA High School Advisory Council and Board of Directors
- Provide overall leadership for the state association
- Represent Arizona DECA at important business and political events
- Assist with all state and district programming as requested
- Positively lead by example for your team, representing the culture and values of the organization

## **STATE VICE PRESIDENT**

- Assume the full duties and responsibilities of the State President in her/his absence
- Provide leadership and management of the District Representatives
- Help initiate and maintain contact with key business partners
- Assist with all state and district programming as requested
- Positively lead by example for your team, representing the culture and values of the organization

## **STATE SECRETARY**

- Provide leadership over the state social media profiles
- Write articles for DECA Direct
- Apply to serve on international DECA social media teams
- Assist with all state and district programming as requested
- Positively lead by example for your team, representing the culture and values of the organization

## **DISTRICT PRESIDENT**

- Communicate consistently with members from assigned district, their advisors, and their representative on the Arizona DECA High School Advisory Council and Board of Directors
- Promote and advertise statewide events and programming to district constituents
- Assist with all state and district programming as requested

The table below lists events from the current 2020-2021 academic year for sample purposes only. An exact listing of your 2021-2022 required events will be distributed after assuming office.

EVENT	DATE + LOCATION	WHAT'S COVERED
International Career Development Conference (Incoming SOT)	April 24-27, 2021 Anaheim, California	All Expenses (1 Meal Per Day)
State Officer Leadership Development Institute	June 2-7, 2021 Phoenix, Arizona	All Expenses (2 Meals Per Day)
Emerging Leader Summit	July 15-18, 2021 San Diego, California	All Expenses (2 Meals Per Day)
August Training	August 1-3, 2021 Scottsdale, Arizona	All Expenses (2 Meals Per Day)
Class Visits	August - October Every School in District (Maximum of 1 Per Week)	Mileage Reimbursement
Leadership at Lost Canyon	August 25-28, 2021 Williams, Arizona	All Expenses (2 Meals Per Day)
Fall Leadership Conference	September 23-24, 2021 Phoenix, Arizona	All Expenses (2 Meals Per Day)
Ultimate DECA Power Trip	November 13-17, 2021 Washington, DC	Optional (Expenses Can Be Earned)
District Conferences	December - January Your District and 2 Others	All Expenses (1 Meal Per Day)
State Career Development Conference	February 20-24, 2022 Phoenix, Arizona	All Expenses (2 Meals Per Day)
International Career Development Conference (Outgoing SOT)	April 23-26 Atlanta, Georgia	Optional (Expenses Can Be Earned)

Also Covered: \$300 Uniform Reimbursement  
Two Arizona DECA Polos  
\$0.25 Per Mile Travel Reimbursement

Total Out-of-Pocket Estimate: \$750 (Some Meals, Entertainment, etc.)

## **ORGANIZATION**

Your foremost responsibility as a State Officer is to represent all members of the High School Division of Arizona DECA. The entire organization will be judged by other's impressions of you. Consequently, you must always be mindful of the image you project in appearance, speaking, and mannerisms. You are charged with the responsibility of projecting yourself as a professional student leader. You are charged with the responsibility of developing enthusiasm for DECA. The growth of Arizona DECA during your term of office will depend on the performance of your duties and impression you leave with people who are interested in our mission. As a member of the State Officer Team, you should hold DECA as the most important activity in your life outside of your grades, your family, and your religious beliefs. During your term of office, you are not to hold any other state leadership position for any other student organization.

## **DECA MEMBERS**

As a State Officer, you have the challenge to provide guidance, leadership, and inspiration to all DECA members. The example you set will affect each member's enthusiasm, involvement, and emotion toward DECA. At all times, you must exhibit the qualities of leadership that will contribute to the growth of DECA. You will inspire leadership in direct proportion to the degree that you, as an individual, give leadership. You will instill in those you meet the desire for self-improvement and the attainment of higher goals.

## **SELF AND FAMILY**

You have a responsibility to yourself and your family. Keep your parents informed of what you do as a member of the State Officer Team. Their support and guidance is very important to your success. In selecting your personal priorities, keep in mind that DECA does not take precedence over your education. However, it should take priority over extracurricular activities and your employment.

## **STATE OFFICER TEAM**

The State Officer Team will act as a very important support group. Avoid forming cliques with a few of the other State Officers. There may be several State Officers you want to spend more time with, but the success of the Team depends on everyone getting along and working together. If there is a problem with another State Officer, talk it out immediately. When rooming together, respect everyone's space and possessions. Small problems that aren't immediately resolved can grow into larger problems. Respect all opinions. You are all leaders and often you will need to compromise for the good of the organization. After a decision is made, it is your responsibility to support that decision. Present a uniform front of togetherness. It is your duty to correspond with other members of your Team as to the progress you are making and as to activities undertaken.

## **CHAPTER**

Because of the many Arizona DECA activities in which you will be actively involved, you will have less time than you would like to spend on chapter activities. During your term of office, you are not to hold any office at the chapter level. Inspire others to lead by encouraging them to serve as a chapter officer. When at state activities, you are a member of the State Officer Team and not a member of your chapter. This means you may miss attending chapter meeting and activities.



## **CHAPTER ADVISOR**

It is extremely important that you keep your chapter advisor informed of your activities at all times. It is suggested that you schedule a ten-minute meeting with your chapter advisor each week for the purpose of discussing your activities. Your chapter advisor's encouragement and support is very important. Do not expect special privileges from your chapter advisor because you are a State Officer. Make sure all of your school work is completed on time. If a time extension is needed, talk to your chapter advisor.

## **STATE STAFF**

The Arizona DECA State Staff will work to make your term as a State Officer a successful and rewarding experience for you and will assist your efforts whenever possible. Take advantage of their help. They must know your capabilities as an individual to represent Arizona DECA on any possible assignment. Keep them informed at all times. Send in all reports and requested information on time. Be on time to all meetings and activities. Call if you will be late or your plans change. Understand that from time to time, proprietary information will be shared with you and it is your responsibility to keep such information private from public view, including from your chapter and advisor.

## **EMPLOYER**

Request time off for DECA activities as soon as possible. Keep employers informed of your DECA activities. They will be supportive if they understand what you are doing.

## **SCHOOL ADMINISTRATION**

It is important to understand that you will miss several days of school to conduct DECA business, especially in the beginning of the year. It is your responsibility to discuss this with your school administrators prior to your application in order to get approval for all your potential absences.

- I understand I will be required to either buy or borrow an official DECA blazer, in excellent condition, for use throughout the year. I understand that I am expected to uphold a business professional appearance while conducting official DECA business. This appearance extends to a conservative hairstyle, no visible tattoos or piercings (other than one set of earrings for females), wrinkle-free and appropriate-sized apparel and dress, and minimal jewelry.
- I understand that attendance at all of my assigned conferences and events is mandatory. I understand I may be removed from office for failing to appear at any event for any reason.
- I understand that at no point during my term in office am I allowed to use alcohol, tobacco product (including vaporizer or other electronic cigarette regardless of nicotine content), cannabis, or illegal drugs, or create any perception of doing so.
- I understand that I am not allowed to participate in any form of inappropriate sexual behavior, harassment, or activity. I understand that romantic relationships among State Officers is prohibited and romantic relationships with DECA members must be disclosed.
- I understand that I am responsible for using any social media profile or tool in a professional manner, which includes not posting, liking, or sharing any inappropriate or controversial pictures, posts, or comments. I understand that I cannot utilize any online dating profiles during my term.
- I understand that I am responsible for my own transportation to and from DECA-sponsored activities unless otherwise noted and will have access to a personal vehicle. I understand that I will also be transported from time to time by other State Officers or by the State Staff.
- I understand that I am required to return materials back to Arizona DECA that may be given to me on loan. Items not returned will be charged to my chapter for reimbursement.
- I understand that I will have to miss many days of school to accomplish my responsibilities as a State Officer.
- I understand that ALL Arizona DECA business should be done either directly with the State Staff or through group communications. I understand that group communications that do not include the State Staff are prohibited and I will remove myself from them if I am currently subscribed to them.
- I understand that all communication with advisors must include the State Staff. I understand that all school/program visits must be approved by the State Staff.
- I understand that acts of bullying, discrimination, hazing, intimidation, and prejudice are prohibited and will result in an immediate removal from office.
- I understand that State Officers must show proper respect to all, including, but not limited to, any chapter advisor, member of State Staff, Advisory Council, Board of Directors, and Arizona Department of Education staff.
- I understand that perception is reality and that my conduct while serving as a State Officer, in both official and unofficial capacities will reflect back upon Arizona DECA as a whole.
- I understand that this list of expectations is not all-inclusive and additional expectations may be added by the State Staff at any time during my term.

**Terms for Immediate Removal**

- Any use of tobacco product (as described above), cannabis, or alcohol
- Inappropriate sexual behavior, harassment, or activity
- Any conviction of a felony or misdemeanor involving moral turpitude
- Assault or battery
- School suspension or expulsion
- Sharing confidential information in knowing contravention of directive
- Repeated willful disobedience
- Gross failure to comply with the responsibilities of office

**Process for Immediate Removal**

1. The State Officer receives a written Notice of Summary Suspension from the Executive Director. The Notice is sent to their chapter advisor and members of the High School Advisory Council.
2. After a due process hearing that includes the State Officer and the High School Advisory Council, the State Officer is immediately removed from office if the Council upholds the Notice.
3. If the High School Advisory Council does not uphold the Notice, the Council may write and impose a Performance Improvement Plan (PIP).
4. The decision of the High School Advisory Council is final.

**Terms for Memo of Concern**

- Repeated instances of discourteous treatment toward other people
- Repeated tardiness
- Any unexcused absence from a mandatory State Officer activity
- Repeated dress code violations
- Failure to comply with the responsibilities of office
- Insubordination
- Dishonesty
- Neglect of financial responsibilities
- Neglect of duty
- Failure to comply with activity rules and regulations

**Process for Memo of Concern**

1. The State Officer receives a written Memo of Concern from the Executive Director. The Memo is sent to their chapter advisor and members of the High School Advisory Council.
2. After a due process hearing that includes the State Officer, chapter advisor, and Executive Director, the Executive Director may write and impose a Performance Improvement Plan (PIP).
3. The decision of the Executive Director is final.

**Process for Performance Improvement Plan (PIP) Violation Removal**

1. If the PIP is violated, the Executive Director may issue a Notice of Removal.
2. The State Officer receives a written Notice of Removal from the Executive Director. The Notice is sent to their chapter advisor and members of the High School Advisory Council.
3. After a due process hearing that includes the State Officer and the High School Advisory Council, the State Officer is immediately removed from office if the Council upholds the Notice.
4. The decision of the High School Advisory Council is final.

If removed from office, the State Officer must reimburse Arizona DECA for the cost of their training, valued at \$1,000.



Below is a study guide of relevant information you will need to know in order to pass the State Officer written exam. Test questions will be pulled from this study guide as well as from the links below. Please be sure to thoroughly review all the content provided.

## EXTERNAL LINKS

[www.azdeca.org](http://www.azdeca.org)  
[www.azdeca.org/governance](http://www.azdeca.org/governance)  
[events.azdeca.org](http://events.azdeca.org)

[www.deca.org/about](http://www.deca.org/about)  
[www.deca.org/about/brand](http://www.deca.org/about/brand)  
[www.deca.org/about/governance](http://www.deca.org/about/governance)  
[www.deca.org/about/deca-staff](http://www.deca.org/about/deca-staff)

[www.ctsos.org](http://www.ctsos.org)

## LIST OF INTERNATIONAL OFFICERS FROM ARIZONA DECA

1964-1965	Linda Brewer	Western Region Vice President
1966-1967	Eric Peterson	Secretary/Treasurer
1967-1968	Cynthia Werner	Western Region Vice President
1968-1969	Jay Butler	President
1968-1969	Valerie Mioduski	Western Region Vice President
1969-1970	Christine Butler	Western Region Vice President
1973-1974	Becki Holguin	Western Region Vice President
1981-1982	Taryn Tewksbury	Western Region Vice President
1998-1999	Andy Ruboyianes	Western Region Vice President
2001-2002	Mike Humme	Western Region Vice President
2004-2005	Kristi Chandler	Western Region Vice President
2011-2012	Johnny Martin	Western Region Vice President
2012-2013	Trevor Dickerson	Western Region Vice President
2014-2015	Kyle Kuo	Western Region Vice President
2015-2016	Alec Romero	President
2016-2017	Cameron Brown	Collegiate Vice President
2016-2017	Rohan Ghiya	Western Region Vice President
2017-2018	Darcie Hill	Collegiate Vice President
2018-2020	Dennis Williams	Collegiate Vice President
2019-2020	Anthony Fakhoury	Collegiate President
2020-2021	Catherine Horton	President
2020-2021	Mattie Bradford	Western Region Vice President
2020-2021	Caleb Nochumson	Collegiate Vice President

## LIST OF DECA INC. HONORARY LIFE MEMBERS FROM ARIZONA DECA

1970	Eugene Dorr	Founder of Arizona DECA
1979	Merlin Kampfer	Arizona Diamond Club Contributor
1983	Paul Bennewitz	Arizona Marketing Education State Supervisor

**FRANCISCO ORTIZ Y DAVIS**

Executive Director + State Advisor

O: 602.542.5354

M: 928.303.4449

Francisco.OrtizDavis@azed.gov

**GENERAL INQUIRIES, HIGH SCHOOL DIVISION**

O: 602.542.5354

hello@azdeca.org

**FINANCIAL INQUIRIES**

O: 602.892.4773

arizonadeca@ctsofinance.org

**MAILING ADDRESS**

1535 West Jefferson Street

Bin 42

Phoenix, Arizona 85007

**GENERAL INQUIRIES, COLLEGIATE DIVISION**

O: 602.364.1810

collegiate@azdeca.org

**FINANCE ADDRESS**

PO Box 1440

Owasso, Oklahoma 74055

**PHYSICAL ADDRESS**

3300 North Central Avenue

16th Floor

Phoenix, Arizona 85012

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

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

Chapter Advisor  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

Parent/Guardian  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

Principal Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**PREPARING  
EMERGING LEADERS AND  
ENTREPRENEURS  
IN ARIZONA SINCE 1961**

