

Greetings!

**Congratulations on your decision to pursue an Executive Office for DECA Inc.!** No matter what the outcome, you are embarking on an exciting and challenging journey that will provide you with leadership experience and life-long lessons.

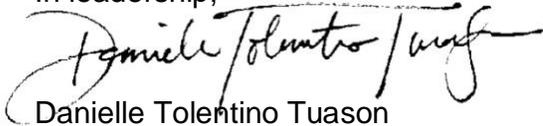
Over the past 70 years, Washington DECA has established a rich history and legacy of leadership excellence. While countless DECA members have made a profound difference in their schools and communities, only a select few have the opportunity to serve in state leadership positions and even fewer represent Washington DECA as candidates for Executive Office at the International Level.

This guide includes the information you need to be seek nomination from Washington DECA to run for Executive Office. It's never too early to start preparing. **We highly recommend reaching out to the Washington DECA State Leadership Coach as soon as you have any interest in pursuing this opportunity.** This is a significant commitment to run a campaign at this level, and an even great commitment to serve at this level if you are elected, so it is a good idea to reach out and learn more so you can be clear on expectations. Candidates for executive office represent the Washington DECA association at the International Conference, and so all selected candidates must obtain approval and collaborate with Washington DECA on all aspects of the campaign. We are available to answer questions about the specific deadlines, dates, and procedures for this process.

At Washington DECA, we love to see members who want to take their DECA experience and service to “the next level,” and running for an executive level position is definitely one of the best ways to do just that. Should you be elected, you will find yourself making new, life-long friends; meeting countless DECA members near and far; taking on new challenges; and growing – not only your skills and your experience, but also your network. Truly, it will be an experience that will change your life.

I am happy to answer any questions you have, so please feel free to email me at [danielle@wadeca.org](mailto:danielle@wadeca.org).

In leadership,



Danielle Tolentino Tuason

Washington DECA State Officer Leadership Coach

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**NOTE: The information on this page is provided as a summary for Washington DECA applicants. Please refer to the DECA Inc. Executive Office Candidate Application packet for the specific details about DECA Inc. requirements and process and refer to this guide for specific details about Washington DECA's requirements and process. <https://www.deca.org/high-school-programs/executive-officers-high-school/>**

## Eligibility Guidelines

Before you dive into this process, please review these guidelines to ensure you meet the following eligibility elements. To be eligible to run for executive office representing Washington DECA, applicants must meet all requirements for executive office nomination as stated in the Executive Officer Packet from DECA Inc. These requirements in summary include:

- Be an active member of DECA
- Must be holding or have held a chartered association or chapter office
- Have a 2.8 scholastic average or higher based on an "A" letter grade being equivalent to 4.0 for each of the previous two (2) completed semester of school prior to the DECA ICDC. (*DECA Inc. requires a 2.5 GPA, however Washington DECA's requirement is 2.8 and above*)

## Applicant Requirements

Applicants who meet these eligibility elements will also need to meet requirements for DECA Inc. executive office nomination. These requirements in summary include:

- Obtain authorization from the Washington DECA Executive Director to run for executive office (*The Washington DECA specific process is outlined step by step in this guide*)
- Submit completed application to DECA Inc. once it is reviewed and approved by Washington DECA
- Take the Executive Officer Candidate Examination and obtain a satisfactory score – 60% or better
- Achieve an average of at least 70% when combining the nominating committee score and the executive officer examination score
- Understanding that executive officers may not serve as chartered association or local officers during their term of office

## Establish Your Support System

Lastly, Washington DECA recommends to secure support and endorsement from your local chapter, advisor, parents/guardians, and school before starting this application process. To be nominated to apply as an executive officer candidate is a significant commitment that will impact other areas of your life, and so you will want to ensure you have a strong support system during your campaign and term of service.

**STEP ONE: Notify Washington DECA**

To begin the process, please contact the Washington DECA Executive Director ([lori@wadeca.org](mailto:lori@wadeca.org)) and Leadership Coach ([danielle@wadeca.org](mailto:danielle@wadeca.org)) to receive all communications and updates regarding the candidacy process and to be included on the list of applicants scheduled for an interview.

**STEP TWO: Complete the Candidate Application Process for Washington DECA**

Washington DECA requires all interested applicants to complete the following:

**#1: Complete the DECA Inc. application (PDF format)**

This application is available in the DECA Inc. Executive Officer Candidate Application packet.

Washington DECA will inform any interested members when the packet is available for this year. You will also find the packet posted on the DECA Inc. website once it is available: <https://www.deca.org/high-school-programs/executive-officers-high-school/>.

If you are selected for nomination, you will ultimately need to prepare a hard copy of your application, as described in the DECA Inc. packet, but for the purpose of the Washington DECA nomination process, please prepare your application materials in PDF format.

**#2: Provisional Campaign Plan (PDF Format)**

In addition to the official DECA Inc. application components, Washington DECA also requests a Provisional Campaign Plan. The purpose of this request is to showcase a snapshot of your ideal campaign plans. These do not have to be finalized plans and provisional thoughts/ideas are acceptable, as plans may change as you continue developing your campaign. Your provisional plan should include:

- Introduction to Campaign Theme / Approach  
How will you brand yourself and your campaign? What elements of your campaign will you develop to help stand out? Paint a picture of your campaign with words and/or visuals in 2 pages or less.
- Campaign Platform Elevator Pitch  
In the DECA Inc. application, you are asked to prepare a Letter of Intent. This letter should explain, in detail, your goals and objectives for wanting to serve as an executive officer and include your plans to support the high school division elements of the strategic plan. Please prepare a “summary” of these goals/objectives in the form of a Platform Elevator Pitch. When writing this pitch, pretend you are at a campaign booth and someone approaches to asks about your campaign platform goals and you need to summarize your goals for them in less than 90 seconds.
- Campaign Team  
Please prepare a list with short biographies and campaign roles of key potential and committed members of your campaign team. Your list can include teammates planning to attend ICDC and those planning to support from home. Please also include the adult representative on your team who can be present during candidate caucus interviews.

- Campaign Speech Outline (Draft)  
Provide a preview of your campaign speech vision through a detailed speech outline.

Combine all prepared application documents into one PDF and email to [danielle@wadeca.org](mailto:danielle@wadeca.org).

### **STEP THREE: Washington DECA Nominating Screening Interview**

All applicants will participate in a virtual interview. The interview panel will be made up of representatives selected by the Washington DECA Executive Director. After submitting your application, Washington DECA will contact you by email with the following information:

- Access to the online interview virtual link and instructions on how to set up your computer for a virtual interview

### **STEP FOUR: Selection of Washington DECA Nominees**

Washington DECA can submit a maximum of one (1) candidate for executive president and one (1) candidate for Western regional vice president. The selection will be made by the nomination screening committee made up of reviewers and panelists selected by the Washington DECA Executive Director. Applicants will be judged based on their application materials and screening interview.

### **STEP FIVE: Connect with Washington DECA staff to collaborate on preparations**

With approval, you will move to the next phase of this process, which is to connect with the designated Washington DECA staff member who will collaborate with you on all plans and preparations. This staff member will be your guide for submitting the official application to DECA Inc. and provide support and feedback on all elements of your campaign preparations. A campaign preparation timeline with key deliverables will be mutually agreed upon between nominee and Washington DECA staff. Washington DECA's expectations for nominees include:

- Meeting regularly with Washington DECA staff designee to provide updates on campaign preparations
- Following the defined preparation timeline closely to ensure no deadlines are missed
- Representing Washington DECA at ICDC in a positive and professional manner

**The following are key milestones in this process:**

- ✓ Notify Washington DECA to express interest
- ✓ Submit completed application to [danielle@wadeca.org](mailto:danielle@wadeca.org) (Follow the Washington DECA process in this guide)
- ✓ Virtual Screening Interview
- ✓ Nomination Selections Announced
- ✓ DECA Inc. Online Candidate Exam
- ✓ DECA Inc. Application Deadline
- ✓ International Career Development Conference