



**2020-2021**

## **President & Executive Team Candidate Form**

Your King George DECA Chapter is embracing the National DECA Officer and Virginia DECA Officer Leadership Model. This is an exciting opportunity for our Chapter to move with our state and national leadership to provide the best and widest leadership opportunities for all students in a team approach.

The time is quickly approaching for elections of the 2020-2021 school year DECA officers. I hope that every member is eager and willing to step up to the plate and make this DECA Chapter the best possible. Below you will find a complete list of the DECA President and Executive Team positions and responsibilities. Please review them and make your selection. Attached to this letter you will also find an Officer Candidate form with a request for a Letter of Intent. Please fill out the form, including your and your parent/guardian signatures, attach your Letter of Intent (this is a letter from you to Mrs. Strauss telling why you want to run for the office you have selected, providing me with your qualifications), and return no later than April 10, 2020 to Mrs. Strauss. Thank you!

Participating as an officer in King George High School DECA is a true privilege. It can give any student an added edge to work and school applications and is a great addition to any resume.

You should not take these responsibilities lightly. The Offices of KG DECA are outlined on the next page. Please review the requirements and duties of the office you are interested in carefully. You must be willing and able to carry out these duties and others as the need may arise, if necessary.

You will be representing our DECA Chapter not only at school, but also in our community, region, state, and country. You must be able to communicate well, be able to speak in front of crowds of both students and adults, and be able to express yourself in written form with ease.

As an officer of KG DECA, you will be expected to participate in all activities. This is a working position and, without your help, the activities that DECA promotes and participates in will not be successful. DECA's success depends on you. Please consider the time commitment that you will make as a DECA officer. You will commit to working at IE (and after school when available) with the DECA Advisor on a regular basis. There are many tasks that must be done each month. Officer meetings are weekly on Mondays during I/E Fox Time. Membership meetings are held once a month, typically the second Friday of the month at I/E Fox Time.

You will be working with a variety of students and adults as an officer of DECA. You must be willing to put differences aside and work together at all times. Teamwork is the cornerstone of business today, and you need to be a great team player!

You must be a student in good standing to run for an office of KG DECA. This means passing grades and a good behavior record. KG DECA has established an excellent reputation in the King George community and our officers should exemplify this reputation. As an officer, you will be expected to continue this reputation.

This activity that you are about to undertake will be a great adventure, but you only get out of anything what you put into it. With that in mind, initiative is an extremely important characteristic. Don't wait to be asked to do something, be there, waiting to do it, or better yet, already have done it! You are what will make this a great experience, so jump in with both feet and just do it!

## **Offices of the Executive Team of KG DECA**

**President** – Practice the "Entrepreneurial" and "Management" elements of DECA's Mission Statement.

Responsible for connecting with Chartered Association Officers and establishing Chapter vision, management, and organization that ensures each Chapter Officer has the training, support, accountability, and resources to deliver a powerful DECA experience for each DECA member.

The President will hold, call, and run meetings, prepare agenda, preside over Chapter activities, represent the Chapter at all community and school activities, act as host/hostess at all DECA events, represent KG DECA in a professional manner at all times, work closely with other DECA officers, and work directly with & meet weekly with the Chapter Advisor.

<Rising Junior or Senior – Must have previously held a DECA office OR have been a DECA member for two years, OR earned a DECA letter for activities participated in. Must be a student in good standing>

**Vice President of Leadership** – Practices the "Emerging Leaders" element of the DECA Mission.

Responsibility for all non-competitive event career and leadership activities. Directs the Leadership Team: DECA Campaigns Director, Community Service Director, School Service Director, Conference Director, Recognition/Scholarships Director, Leadership training Director, Freshman Class Director, Sophomore Class Director, Junior Class Director, Senior Class Director.

<Must be a student in good standing and a current DECA member>

**Vice President of Career Development** – Practices the "Careers" element of the DECA Mission. Responsible for Chapter participation, preparation, and performance in Competitive Events. Directs the Career Development Team: DECA Challenges Director, Online Events Director, Principles of Business Administration Events Director, Management Team Decision Making Events Director, Individual Series Events Director, Business Operations Research Events Director, Chapter Team Events Director, Marketing Representative Events Director, Professional Selling and Consulting Events Director, Entrepreneurship Events Director.

<Must be a student in good standing and a current DECA member>

**Vice President of Marketing** – Practices the "Marketing" element of the DECA Mission. Responsible for initial member recruitment, branding, promotions. Directs the Marketing Team: Creative Director, Member Recruitment Director, Digital Media Director, Public Relations Director, School Relations Director, Community Relations Director, Social Media Director, Website Director, Chapter Newsletter Director.

<Must be a student in good standing and a current DECA member>

**Vice President of Finance** – Practices the "Finance" element of the DECA Mission. Responsible for Chapter budgeting, accounting and fund development efforts. Directs the Finance Team: Partnerships Director, Local Advocacy Director, Event Fundraising Director, Member Fundraising Director, School-based Enterprise Director, Budget Director, Accounting Director.

<Must be a student in good standing and a current DECA member>

**Vice President of Hospitality** – Puts into practice the "Hospitality" element of the DECA Mission. Responsible for connecting members to a welcome, value-filled, fun educational experience. Directs the Hospitality Team: New Member Director, Member Experiences Director, Chapter Meetings Director, Chapter Events Director, Alumni & Professional Member Director, Ambassador Director, DECA Mentor Director.

<Must be a student in good standing and a current DECA member>








(A note about Directors listed for each VP to direct: The Advisor (CEO) of the Chapter will appoint Director positions after discussion with President and VP of that element. Director positions are not elected positions. Not all Director positions will be filled or utilized – this is dependent on the make up of the Chapter & activities.)

### **Past-President**

This office is not elected. The previous year's President will hold this position, if that student is still in High School. This Officer will participate in all meetings, events, and Officer activities, providing insight and guidance to the new Officer Team, and represent KG DECA in a professional manner at all times.

**All officers will contribute to and work on the monthly social media postings that go out to all members beginning in August. Your first meeting is the last Thursday of school. Your first newsletter article is due to Mrs. Strauss by July 20<sup>th</sup>. You will have an Officer Retreat two weeks prior to the start of the school year. You will be expected to participate in Open House prior to the first day of school. Please provide all information on a timely basis.**

# Chapter Officer - Duties & Structure

Advisors	 CEO [Advisor]				
DECA Student Leader	 President				
President Position Overview	<i>Practice the "Entrepreneurial" and "Management" elements of DECA's Mission Statement. Responsible for connecting with Chartered Association Officers and establishing Chapter vision, management, and organization that ensures each Chapter Officer has the training, support, accountability, and resources to deliver a powerful DECA experience for each DECA member.</i>				
Model Chapter Executive Team	 VP of Leadership	 VP of Career Development	 VP of Marketing	 VP of Finance	 VP of Hospitality
Position Overview	<i>Practices the "Emerging Leaders" element of the DECA Mission. Responsibility for all non-competitive event career and leadership activities.</i>	<i>Practices the "Careers" element of the DECA Mission. Responsible for Chapter participation, preparation, and performance in Competitive Events.</i>	<i>Practices the "Marketing" element of the DECA Mission. Responsible for initial member recruitment, branding, promotions.</i>	<i>Practices the "Finance" element of the DECA Mission. Responsible for Chapter budgeting, accounting and fund development efforts.</i>	<i>Puts into practice the "Hospitality" element of the DECA Mission. Responsible for connecting members to a welcome, value-filled, fun educational experience.</i>
Team Structure	Leadership Team	Career Development Team	Marketing Team	Finance Team	Hospitality Team
<p><b>OPTIONAL</b> Appointed positions to Committees</p> <p><b>EXPLORE</b> positions that fit your Chapter size, goals, and interests.</p> <p>Teams and committees would also work <b>collaboratively</b> and band and forth as events and duties relate to their positions</p>	<ul style="list-style-type: none"> <li>DECA Campaigns Director</li> <li>Community Service Director</li> <li>School Service Director</li> <li>Conference Director</li> <li>Recognition/Scolarships Director</li> <li>Leadership training Director</li> <li>Freshman Class Director</li> <li>Sophomore Class Director</li> <li>Junior Class Director</li> <li>Senior Class Director</li> </ul>	<ul style="list-style-type: none"> <li>DECA Challenges Director</li> <li>Online Events Director</li> <li>Principles of Business Administration Events Director</li> <li>Management Team Decision Making Events Director</li> <li>Individual Series Events Director</li> <li>Business Operations Research Events Director</li> <li>Chapter Team Events Director</li> <li>Marketing Representative Events Director</li> <li>Professional Selling and Consulting Events Director</li> <li>Entrepreneurship Events Director</li> </ul>	<ul style="list-style-type: none"> <li>Creative Director</li> <li>Member Recruitment Director</li> <li>Digital Media Director</li> <li>Public Relations Director</li> <li>School Relations Director</li> <li>Community Relations Director</li> <li>Social Media Director</li> <li>Website Director</li> <li>Chapter Newsletter Director</li> </ul>	<ul style="list-style-type: none"> <li>Partnerships Director</li> <li>Local Advocacy Director</li> <li>Event Fundraising Director</li> <li>Member Fundraising Director</li> <li>School-based Enterprise Director</li> <li>Budget Director</li> <li>Accounting Director</li> </ul>	<ul style="list-style-type: none"> <li>New Member Director</li> <li>Member Experiences Director</li> <li>Chapter Meetings Director</li> <li>Chapter Events Director</li> <li>Alumni &amp; Professional Member Director</li> <li>Ambassador Director</li> <li>DECA Mentor Director</li> </ul>

All Director positions on each team are appointed positions. Elected Vice Presidents should submit names for the Director positions on their team to the Chapter Advisor for consideration. Only students willing to put in the time and effort needed for positions will be considered for these leadership opportunities. If any student leader, elected or appointed, is not completing tasks as needed/directed or is not representing the KG DECA Chapter properly, the Chapter Advisor will remove the student from the leadership position after consulting with the President and Executive Team of Vice Presidents.



KING GEORGE HIGH SCHOOL

**DECA**<sup>TM</sup>

**2020-2021  
President & Executive Team Candidate Form and Letter of Intent**

Name \_\_\_\_\_ Date \_\_\_\_\_

Position Desired \_\_\_\_\_

***Please attach your Letter of Intent to this sheet.  
It must be typed/keyed.***

I certify that, if elected, I will fulfill the duties of the office I am running for to the very best of my abilities and that I have the time to devote to this position.

\_\_\_\_\_  
Student Signature

I support my son/daughter in their ambition to hold a DECA office. I realize the time involvement and will be sure to assist him/her in this commitment. I give him/her permission to run for this KG DECA office

\_\_\_\_\_  
Parental Consent to Run Signature