

# 2025-2026 State Officer Application Secondary



Dear Officer Candidate,

You are about to begin an exciting journey-running for state office. This opportunity is a great learning experience. Enclosed are the procedures and forms required for a successful candidacy. You will be evaluated on teamwork, leadership qualities, and communication skills. Review the packet carefully with your advisor and parent(s)/guardian because you will need their full support if you are elected to a state office position.

**These items will be filled out electronically:**

- State Officer Candidate Application Form
- Candidate Statement/Professional Involvement Statement
- Applicant Commitment Form
- Advisor/Parent Commitment Form
- Image Release Form
- State Officer Code of Conduct Form
- Social Media Code of Conduct Form
- Medical Liability Form

**These additional documents will be uploaded:**

- Resume and Cover Letter (max of one page each)
- (1) Letter of Recommendation (from a non-business teacher or administrator)
- Scholastic Transcript (official)
- Professional Headshot Photograph (no smaller than 5" X 7"; attached to the application as a .jpg or .png image, may use school photo)

We wish you the best of luck and most importantly, have fun. Please do not hesitate to contact us if we can be of any assistance.

Sincerely,



Gina Lyman  
Idaho DECA State Advisor  
Gina.Lyman@cte.idaho.gov

**RUNNING FOR STATE OFFICE/PROCESS**

State officer candidates should be mature, demonstrate sound decision-making skills, and be a responsible leader. Juniors, sophomores, and freshmen may apply. Applicants will not run for a specific office and be willing to serve as any part of the state officer team.

**PRIOR TO STATE LEADERSHIP CONFERENCE**

- Each candidate's credentials will be reviewed.
- Candidates will be notified by email if they have been selected to be a candidate for state office by the end of January.
- The email will also include their appointment time for an interview to be held via zoom the week prior to SCDC.
- Candidates will take a written test about DECA knowledge. Scores will be shared with voting delegates.
- The Selection Committee, including the DECA State Advisor will interview the candidates individually.
- Final candidates will be notified by Friday, February 7th.

**MONDAY, FEBRUARY 10, 2025 OPENING SESSION AT STATE LEADERSHIP CONFERENCE**

- The finalists will each be given one minute to introduce themselves during the opening session.

**TUESDAY, FEBRUARY 11, 2025 BUSINESS MEETING**

- The finalists will give a campaign speech (2.5 minutes maximum). No props may be used during the campaign speech.
- No campaigning is to take place during the state conference (no campaign manager, no handouts, no posters).
- Each Chapter present with voting delegates will receive access to each candidate's DECA knowledge test scores and the candidate statements.
- Delegates will vote on their choice for six state officers following directions provided at the Business Session.
- Final decisions for officer roles are made by the Selection Committee.

**WEDNESDAY, FEBRUARY 12, 2025 AWARDS SESSION**

- The new State Officers will be announced at the end of the Awards Session.
- The new president will close the session by reading the prepared script and tapping the gavel.
- Newly selected officers should plan to stay an hour after the conference concludes to attend a meeting with their new team and Idaho DECA staff.

**SHARED DUTIES**

The primary responsibility of each State Officer is the success of the overall team in pursuit of increasing the growth of Idaho DECA members, so each officer is expected to willingly assist other officers with their responsibilities, in close partnership with the Idaho DECA State Advisor. In addition, the following responsibilities are shared by all State Officers, and the President shall ensure all officers are given these opportunities during the year in order to provide practice of real-world business skills and competencies:

- a) Define and publish meeting agenda, in advance
- b) Capture and publish notes, decisions, and tasks
- c) Publish and interact on official Idaho DECA social media platforms
- d) Represent Idaho DECA at local, regional, and national conferences
- e) Prepare and deliver an outstanding State Career Development Conference

**PRESIDENT**

- Responsible for connecting members and establishing the association's vision, management and organization that ensures each association officer has the training, support, accountability and resources to deliver a powerful DECA experience for each DECA member
- Works closely with the Idaho DECA State Advisor and association officers to ensure that all undertakings are successful
- Acts as the primary brand ambassador and makes as many public appearances as possible on behalf of Idaho DECA
- Uses leadership skills and vision to inspire all Idaho DECA members

**VICE PRESIDENT OF LEADERSHIP**

- Responsible for all leadership activities
- Functions in the absence of the President and performs other duties as directed by the President
- Assume the duties and responsibilities of the President should the need arise
- Assists in supervising the development and implementation of the Association Officer Team's Program of leadership
- Plans, organizes and implements an association-wide community service project including publicity needed in order to convey information to chapters, regions, and the business community

**VICE PRESIDENT OF CAREER DEVELOPMENT**

- Responsible for chapter participation, preparation, and performance in competitive events
- Plans, organizes and implements an association-wide project which will lead to improve competitive skills in written, role play, and testing events for DECA members across the association

**VICE PRESIDENT OF MARKETING**

- Responsible for initial member recruitment, branding and promotions
- Works with the Idaho DECA State Advisor to establish agendas prior to all meetings and training sessions
- Maintains documented records of discussions and decisions at meetings and training sessions, and records written minutes of all Association Officer Team group efforts
- Uses organization skills in order to maintain a clear written record of the Associations Officer Team's efforts on an annual basis
- Plans, organizes and implements association-wide integrated marketing communications strategy in order to convey information from chapters, regions, and the business community

**VICE PRESIDENT OF HOSPITALITY**

- Responsible for connecting members to a welcome, value-filled and fun educational experience.
- Plans, organizes, and implements an association-wide project in order to increase existing chapters' activities and membership levels as well as establish new chapters in schools without current DECA chapters
- Creates an association-wide membership campaign.

# EXPENSES AND REQUIRED EVENTS

EVENT	DATE + LOCATION	ADDITIONAL INFO.
New Officer Orientation	February 12, 2025	<b>Required.</b> Takes place immediately after Awards Session. No additional expense.
Bi-Monthly Team Officer Calls	Varies by month, ZOOM or Google Meets call. Meets weekly closer to SCDC.	<b>Required.</b> Must have internet access and device.
International Career Development Conference	April 26-29, 2025 Orlando, FL	<b>Strongly encouraged.</b> ID DECA does not cover any of expenses for this trip.
Joint Student Leadership (JSL)  *If the officer does not attend JSL, they will be removed from office.	June 9-13, 2025 McCall, ID	<b>Required.</b> Travel, hotel, and meals during conference are covered. Incidentals and other meals are not covered.
CONNECT	July 21-25, 2025 College of Southern Idaho August 4-8, 2025 North Idaho College	<b>Local Officers will be asked to participate as needed.</b> Hotel, travel, and meals are provided, if needed.
Building and Achieving Success in Idaho Chapters (BASIC)	September/October 2025 Dates TBD	<b>Required. Officer attendance will be determined by conference registration participation numbers.</b> Hotel, travel, and meals are provided during conferences.
Winter Planning  * Officers are expected to stay at the hotel even if they are local	November 14-17, 2025 Boise, ID	<b>Required.</b> Hotel, travel, and meals are provided. Incidentals and extra meals are not covered.
Student Day at the Legislature (SDAL)	February 2026 Boise, ID	<b>Required for President only or another designated officer.</b> Hotel, travel, and meals are provided.
State Career Development Conference (SCDC)	February 2026 TBD	<b>Required.</b> Hotel, travel, and meals are provided.

**ORGANIZATION**

As a State Officer, your foremost responsibility is to represent the members of Idaho DECA. You will often be the first impression others have of our organization, and as such, you must always be mindful of the image you project. This image includes, but is not limited to, your professional appearance, speaking skills, and mannerisms. Your enthusiasm about Idaho DECA will be a key factor in the growth of our organization. As a State Officer you will be expected to hold Idaho DECA as one of the most important commitments during your term outside of grades, family, and religious beliefs. Although you can still be a member of other student organizations during your term as a State Officer, you cannot hold any other state leadership position in those organizations.

**DECA MEMBERS**

As a State Officer, you will have the privilege and challenge to provide guidance, leadership, and inspiration to all Idaho DECA members. The example you set will establish enthusiasm, encourage involvement, and guide emotion towards our organization. Your leadership will inspire others to strive to attain higher goals throughout their life.

**SELF AND FAMILY**

You have a responsibility to yourself and your family. Keep your parents/guardians informed of what you do as a State Officer and as a team. Their support and guidance are critical to your success as well. In selecting your personal priorities, keep in mind that Idaho DECA does not take precedence over your education, however, it may need to be placed above extracurricular activities and/or employment.

**STATE OFFICER TEAM**

This team will be a crucial support group as you navigate this year, and potentially beyond. Avoid forming cliques with a few of the team members. There may be specific team members that you'd rather spend more time with, but the success of the team depends on everyone being included and working together. If there is a problem with another team member, talk it out immediately. When rooming together, respect everyone's space and possessions. Small problems that aren't addressed can grow into larger ones. Respect all opinions, even if they differ from yours. You are all leaders and often 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. You are expected to correspond in a timely manner with other team members and the Idaho DECA State Advisor.

**CHAPTER**

As a State Officer, you will spend much more of your time being actively engaged on the state level, leaving less time to be highly involved on your chapter level. 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 officers of your chapter. When at state activities, you are a representative of the State Officer team and not your chapter.

**CHAPTER ADVISOR**

It is extremely important that you keep your Chapter Advisor informed of your responsibilities as a State Officer. It is suggested that you schedule a short meeting with your Advisor for the purpose of discussing upcoming activities. The encouragement and support of your Advisor is extremely important. Make sure all of your schoolwork is completed on time. If an extension is needed, talk to your Advisor as early as possible. Your Advisor understands that as a State Officer, you may miss chapter meetings/activities.



# STATE STAFF CONTACTS

## STATE STAFF

The Idaho DECA State Staff will work tirelessly to make your term as a State Officer a successful and rewarding experience and are committed to assisting you during your term. Take advantage of their knowledge and support. Keep them informed at all times. Be early to all meetings and activities. Do not miss deadlines. If you are not able to uphold a commitment, let the Idaho DECA State Advisor know as soon as you can. Understand from time to time, proprietary information will be shared with you and it is your responsibility to keep such information private, including not sharing with your Advisor or Chapter.

## EMPLOYER

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

## SCHOOL ADMINISTRATION

It is important to understand that you will miss several days of school to conduct Idaho 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 your potential absences.

## STATE STAFF CONTACTS

### IDAHO DECA STATE ADVISOR

**Gina Lyman**  
O: 208-429-5553  
gina.lyman@cte.idaho.gov  
glyman@idahodeca.org

### ADMINISTRATIVE SUPPORT

**Sydney Ledesma**  
O: 208-429-5536  
sydney.ledesma@cte.idaho.gov  
sledesma@idahodeca.org

### WEBSITE ADDRESSES

[www.idahodeca.org](http://www.idahodeca.org)  
[www.deca.org](http://www.deca.org)  
[www.CTE.Idaho.gov](http://www.CTE.Idaho.gov)

### MAILING ADDRESS

650 West State Street, Suite 324  
Boise, ID 83702

### SOCIAL MEDIA

Facebook Idaho DECA  
Instagram id\_deca

**1) ACCESS THE ELETRONIC APPLICATION**

Use the QR code or go to <https://idahoccte.jotform.com/233244929393060>  
In addition to completing the application, you will be required to upload the following documents within the application:



- Cover letter stating why you are running for office (1 page max.)
- Resume (1 page max.)
- Current **official** scholastic transcript that indicates cumulative grade point average on a 4.0 scale (State Officers shall maintain a GPA  $\geq$  3.0 )
- One current professional headshot photo in JPEG format.
- One letter of recommendation (non-business teacher or administrator)

**2) COMPLETE AN INTERVIEW**

The interview will include questions regarding DECA knowledge, qualifications, and commitment to Idaho DECA. The interview committee will determine which candidates continue through the election process.

**3) COMPLETE THE DECA PROFICIENCY TEST**

You will complete a DECA proficiency test. The test will measure your general knowledge of state and national DECA. Your test score will be shared with voting delegates.

**4) DELIVER A ONE-MINUTE SPEECH**

During the opening session of SCDC, candidates will give a one-minute introduction speech.

**5) SCDC VOTING DELEGATE MEETING SPEECH**

During the Voting Delegate session, you will give a 2.5-minute speech on how DECA has impacted you.

**INCOMPLETE OR LATE APPLICATIONS WILL NOT BE CONSIDERED**



Application packets **MUST** be received in their entirety by **5:00 pm MST January 10, 2025**. \*This includes email responses from the parent, advisor, and school administrator. The electronic application will automatically be sent to Idaho DECA once the applicant hits submit.

**Incomplete or late** application packets will not be considered. All completed applications will receive a confirmation email once the application is received.

**Use the checklist below to make sure each item is completed.**

- State Officer Candidate Application Form
- Candidate Statement/Professional Involvement Statement
- Applicant Commitment Form
- Expectations
- State Officer Code of Conduct Form
- Social Media Code of Conduct Form
- Cover Letter and Resume (maximum of one page each)
- One Letter of Recommendation (from a teacher/administrator other than your business teacher(s) or DECA Advisor(s).
- Scholastic Transcript
- Professional Color Headshot Photograph (no smaller than 5" X 7"; attached as a .jpg or .png image, may use school photo)

**Please confirm with parent, advisor and school administrator for receipt of email for the following documents:**

\* These forms must be submitted prior to the deadline. Plan ahead so this doesn't disqualify you:

- Parent: Commitment Form
  - Parent: Expectations Form
  - Parent: Image Release Form
  - Parent: Medical Liability Form
  - Advisor: Advisor Commitment Form
  - Advisor: Advisor Expectations Form
  - Advisor: Candidate Certification Form
  - School Administrator: Candidate Certification Form
- 
-



The top 10 candidates will move forward after the application and interview have been tallied.

### Idaho DECA State Officer Candidate Rubric

Candidate Name: \_\_\_\_\_ Region: \_\_\_\_\_  
 School: \_\_\_\_\_ Advisor: \_\_\_\_\_  
 GPA: \_\_\_\_\_ Business Marketing Course Requirement: \_\_\_\_\_

**Application**

	1	2	3	Score
Application  Candidate Statement, Professional Involvement Statement, Resume, Transcripts, Photo and Letter of Recommendation	0-1 items listed	2-3 items listed	4 or more items listed	
Candidate/Professional Involvement Statement	Does not mention their reason for running, education, experience, and training	Explains how he/she will be valuable to Idaho DECA by mentioning education, experience and training.	Explains how he/she will be valuable to Idaho DECA by highlighting education, experience and training.	
Cover Letter  (i.e. font choices, font sizes, general formatting, spelling/ grammatical errors, etc.)	Several formatting errors; several grammatical/ spelling errors	Inconsistent formatting; some grammatical/ spelling errors	Consistent formatting; no grammatical/ spelling errors	
Leadership: DECA Projects	Evidence of 4 or less activities (participation in National Programs/Challenges, State Competitive Events, Community Service, Fundraising, and/or State Projects)	Evidence of 5 to 9 or more activities (participation in National Programs/Challenges, State Competitive Events, Community Service, Fundraising, and/or State Projects)	Evidence of 10 or more activities (participation in National Programs/Challenges, State Competitive Events, Community Service, Fundraising, and/or State Projects)	
Leadership: DECA Leadership	No involvement	Evidence of 1 to 2 leadership positions	Evidence of 3 or more leadership positions	
Leadership: DECA Events/ Conferences	Involved in 0-1 varied events	Evidence of involvement beyond attendance in 2 to 3 varied events	Evidence of involvement beyond attendance in 4 or more varied events	
Total				

Interview

	1	2	3	Score
Professional Appearance	Dressed casually but not necessarily appropriate, slightly polished, neat	Appropriately dressed, polished, generally neat	Dress is highly appropriate, well-polished, and extremely neat.	
Non-Verbal Communication	Minimal eye contact, does not smile	Poor posture, weak smile and eye contact	Genuine smile, confident body language, eye contact, good posture.	
Knowledge of DECA	Candidate demonstrated some knowledge of DECA	Candidate demonstrated proficient knowledge of DECA	Candidate demonstrates distinguished knowledge of DECA	
Content of responses	“Yes” or “No” answers, does not refer to applicable strengths/skills, uses words like “things” or “stuff”	Responses too short or vague, refers to personal strengths, skills occasionally	Well-constructed, confident responses with examples, consistently relates how skills will contribute to any position	
Delivery and Enunciation	Speaks too quietly or loudly, inappropriate language, lots of “umms” or fidgeting, poor grammar and diction	Mumbles occasionally, minimal “umms” and fidgeting, conversation stops and starts at times, satisfactory grammar and diction	Speaks clearly at all times, no distracting mannerisms, easy to converse with, uses proper diction and grammar	
Overall Impression	The candidate did not provide evidence they would be able to serve as a positive role model for Idaho DECA	The candidate provided evidence they would be able to serve as a positive role model for Idaho DECA without a large amount of additional training.	The candidate provided convincing evidence they were well informed and would serve as a positive role model for Idaho DECA	
Total				



### Idaho DECA State Officer Candidate Rubric

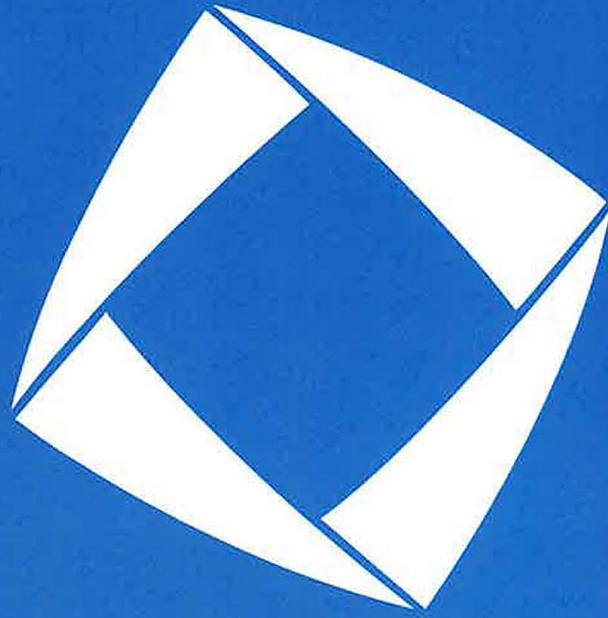
Candidate Name: \_\_\_\_\_ Region: \_\_\_\_\_  
 School: \_\_\_\_\_ Advisor: \_\_\_\_\_  
 GPA: \_\_\_\_\_ Business Marketing Course Requirement: \_\_\_\_\_

Scoring:

Application: \_\_\_\_\_ 18  
 Interview: \_\_\_\_\_ 18  
 Knowledge Score: \_\_\_\_\_ 25  
 Vote: \_\_\_\_\_ 36

Total: \_\_\_\_\_/97

Comments:



IDAHO

DECCA