

South Dakota DECA

State Officer Candidate Handbook

2026-2027

Quick Start

This packet is everything you need to run for a South Dakota DECA state officer position. Read it with your parent/guardian and chapter advisor before you apply.

What State Officers Do

- Serve as the student leadership team that helps deliver South Dakota DECA's program of work.
- Represent DECA with professionalism to members, advisors, business partners and community leaders.
- Support chapter growth through outreach, chapter contacts and/or chapter visits as assigned.
- Help plan and execute state conferences and leadership events.
- Operate like a working board: show up prepared, communicate clearly, meet deadlines, and follow through.

Is Running for Office Right for Me?

State officers typically spend 1–2 hours per week on officer work, with additional time before major events. If selected, you are expected to attend required state officer activities and complete assignments on time while keeping academics first.

If you are not willing to prioritize DECA when conflicts arise (sports, dances, work, other activities), do not apply.

Eligibility

- Active, paid South Dakota DECA member in good standing (membership must be submitted by the association deadline each year).
- Currently in grades 9–11 with at least one full year remaining in high school during the term of service.
- Minimum 2.5 cumulative GPA (4.0 scale) for the semester/term prior to application and maintain a 2.5 GPA during service.
- Eligible to participate in SDHSAA approved activities per local school policy (if applicable).
- May not serve as a state officer in another Career and Technical Student Organization (CTSO) during the same term.

Note: Candidates seeking national office must follow the DECA Inc. national officer application procedures.

Selection Event

State officer interviews occur during the South Dakota State Career Development Conference (SCDC). Round 2 candidates will be scheduled for an interview time during SCDC.

Application Components

- Completed application + signatures (candidate, parent/guardian, advisor/school).
- Chapter advisor recommendation.
- 60–90 second candidate video (choose one prompt) submitted before SCDC.
- On-site interview during SCDC.

Candidate Video (Required)

Submit one 60–90 second video answering ONE prompt. This video is required and scored as part of the selection rubric:

1. What leadership positions have prepared you to lead South Dakota DECA?
2. Where can South Dakota DECA improve and how would you make that happen?
3. Why would you like a state officer position with South Dakota DECA?

Video requirements:

- Professional appearance and language. Film in landscape with clear audio and good lighting.
- No music, filters, or heavy editing. You may use brief notes, but do not read a script.
- State your full name, school, grade, and the prompt you selected.
- Upload as .mp4 or share a viewable link (Google Drive/OneDrive/YouTube unlisted) as directed by the State Advisor.

Timeline and Checklist

Note: SCDC appears twice—February 2026 is the selection/interview conference; February 2027 is required attendance during the officer term.

Step	What you do	Completed
1	Read this handbook with your parent/guardian and advisor; decide to run.	<input type="checkbox"/>
2	Complete the application + signatures; confirm GPA eligibility with advisor/school.	<input type="checkbox"/>
3	Record and submit the 60–90 second video.	<input type="checkbox"/>
4	Submit all required forms by the posted deadline.	<input type="checkbox"/>
5	Attend SCDC; complete any required testing; interview with the screening committee.	<input type="checkbox"/>

Use this checklist to stay on track. Dates below are for the 2026 selection cycle.

	Date	Step	What happens
<input type="checkbox"/>	February 4, 2026 (11:59 PM CT)	Application + Video Due	Submit complete application packet and 60–90 second video.
<input type="checkbox"/>	February 5–8, 2026	Pre-SCDC Review	Candidate Screening Committee reviews all complete submissions. Video is scored.
<input type="checkbox"/>	Monday, February 9, 2026	Round 2 Notifications	Candidates advancing to SCDC interviews are notified and assigned an interview time.
<input type="checkbox"/>	During SCDC (February 2026)	On-site Interviews	Round 2 candidates complete an interview during SCDC.
<input type="checkbox"/>	During SCDC (February 2026)	President Appointment	The candidate with the top overall score is appointed State President.
<input type="checkbox"/>	Within 3 weeks after SCDC	VP Placement Interviews	Selected officers complete additional interviews for specific VP roles; placement considers program needs, candidate fit, and interest ranking.

Annual details (links, exact interview locations/times) will be shared by the State Advisor.

Note: Completed forms must be kept on file by both the chapter advisor and the State Advisor.

Officer Service Year Key Dates (ordered by year)

Year	Required event
2026	International Career Development Conference (ICDC) (April 2026)
2026	Summer Training (June/July 2026)
2026	Fall Leadership Experience (November 2026)
2027	State Career Development Conference (SCDC) (February 2027)

Selection and Scoring Overview

South Dakota DECA state officers are selected through a multi-round process led by the State Advisor in partnership with chapter advisors (and, when available, an industry partner may sit in on final-round judging). Candidates are evaluated on preparation, professionalism, leadership, and ability to execute the program of work.

Recommended Scoring Model

This packet includes a recommended scoring model you can adjust annually.

Component	Points	Notes
Candidate video	20	Professionalism, clarity, leadership readiness, and DECA vision.
Interview – Character	20	Integrity, maturity, judgment.
Interview – DECA	20	Knowledge of DECA and state priorities.
Interview – Leadership	20	Collaboration, initiative, execution.
Total points:	80	No written DECA knowledge assessment is used.

Appointment

The candidate with the top overall score at SCDC is appointed State President. Additional State Officer positions (Vice Presidents and, if needed, additional officers) are determined after SCDC through follow-up interviews for specific VP roles within three weeks of SCDC. These follow-up interviews are led by the State Advisor in partnership with chapter advisors (and an industry partner may participate in final placement interviews as available). Placement is based on program needs, candidate fit, and each candidate’s interest ranking. South Dakota DECA is not limited to six officers; the State Officer Team may be as few as 5 and as many as 10 members.

Officer Roles

All roles share core expectations: communicate on time, meet deadlines, contribute at meetings, and follow the Code of Conduct. Officers may be reassigned tasks based on the program of work.

All State Officers (Core Expectations)

- Attend all required meetings, trainings, and conferences (virtual and in-person).

Required attendance (dates and locations published annually):

- State Career Development Conference (SCDC) (February 2026 selection/interviews).
- International Career Development Conference (ICDC) (April 2026).
- Summer Training (June/July 2026).
- Fall Leadership Experience (November 2026).
- State Career Development Conference (SCDC) (February 2027 required attendance during officer term).
- Complete assigned deliverables on time and at a high-quality standard.

- Maintain a professional image in person and online; follow DECA dress code when representing the association.
- Coordinate with your chapter advisor on officer responsibilities and travel.
- Use clear, respectful communication; copy the State Advisor on official outreach as directed.
- Maintain transition documentation for the next officer team.

State President

Success outcomes:

- Team delivers the program of work on schedule.
- Meetings run efficiently with agendas, decisions and clear follow-up.
- Positive culture and accountability across the team.

Key duties:

- Lead officer meetings using parliamentary procedure as appropriate.
- Coordinate agendas with the State Advisor and ensure follow-up on action items.
- Serve as primary student spokesperson as assigned (events, sponsor recognition, partner outreach).
- Oversee DECA Month/CTE Month priorities with the team.
- Prepare a concise year-end impact report.

Vice President of Leadership and Competition

Success outcomes:

- Members have increased access to competitive event prep and success strategies.
- Chapters receive practical tools for coaching and preparation.

Key duties:

- Coordinate competition prep resources (study sessions, tips, best practices).
- Support workshops and content tied to leadership and competition readiness.
- Partner with other officers to support chapter campaigns and growth.

Vice President of Public Relations and Communications

Success outcomes:

- Consistent, professional communications and social media presence.
- Accurate meeting records and timely follow-up to stakeholders.

Key duties:

- Record and distribute meeting minutes within 10 school days.
- Draft and coordinate official communications as directed (thank you notes, announcements).
- Plan and schedule social media posts aligned to the program of work; ensure brand-appropriate content.

Vice President of Membership

Success outcomes:

- Membership growth plan is executed with measurable results.
- Chapters have shareable assets to recruit and retain members.

Key duties:

- Co-lead the membership campaign with the VP of Finance & Marketing.
- Maintain a shared library of photos/assets (with appropriate permissions).
- Coordinate a chapter contact network to share highlights and successes.

Vice President of Community Service

Success outcomes:

- Statewide service initiative is clear, achievable, and completed by chapters.
- Chapters can easily participate and report impact.

Key duties:

- Design and launch a statewide community service initiative.
- Collect impact data and photos (with permission) to report results.
- Coordinate with the team on conference service elements and recognition.

Vice President of Finance and Marketing

Success outcomes:

- Fundraising and partner outreach are professional and timely.
- Marketing materials support membership and conference success.

Key duties:

- Coordinate fundraising and sponsor-support efforts as approved by the State Advisor.
- Develop promotional materials aligned to state messaging.
- Support conference slide shows and recognition elements as assigned.

Additional/Optional Officer Roles (as needed)

To meet program needs, South Dakota DECA may expand the officer team (up to 10 members). Optional roles may be added or combined year to year.

Vice President of Social Media

Success outcomes:

- Consistent, professional presence on state DECA social channels.
- Increased awareness and engagement leading into conferences and member opportunities.

Key duties:

- Create and maintain a content calendar aligned to state messaging and DECA brand standards.
- Capture, curate, and post timely photos/videos and updates from events (with permission).
- Draft short-form copy for announcements, highlights, deadlines, and success stories.
- Coordinate with the State Advisor and officer team to promote programs, conferences, and member recognition.
- Track basic performance metrics (reach/engagement) and recommend improvements.

Conduct and Professional Standards

State officers are held to a higher standard because they represent South Dakota DECA year-round.

- Follow all local school policies and all DECA policies while representing DECA.
- No possession or use of alcohol, tobacco/nicotine (including vaping) or illegal drugs at any DECA event or activity. If you are a minor, this expectation also applies at all times while serving as a state officer.
- Maintain respectful behavior and language; no harassment, hazing, bullying, or discrimination.
- Technology is used appropriately for DECA business (photos, notes, schedules). During sessions and meetings, devices should be silent and used only when appropriate.
- Transportation and travel must follow approved chaperone and permission expectations; follow all safety expectations.

Expenses are not reimbursed. Candidates and officers are responsible for costs associated with participation unless otherwise communicated in writing by the State Advisor.

Discipline, Removal, and Vacancies

Consequences may include corrective action, suspension, or removal from office depending on severity and school/state policies. Officers will be provided basic due process: notice of concerns, opportunity to respond, and a proportionate outcome.

If removed for cause, the association may seek repayment of non-refundable expenses paid on the officer's behalf, consistent with board policy and as permitted by law.

Primary contact: Tina Miller, South Dakota DECA State Advisor
402-443-7694 | tina.k.miller@k12.sd.us

Candidate Forms

Submit all required forms by the posted deadline. Please type where possible.

Form 1: Candidate Application & Position Interest

Field	Response
Student name	
School / Chapter	
Grade (current)	9 10 11
Home address	
Student cell	
Student email	
Birthdate	
Parent/Guardian name	
Parent/Guardian cell	
Parent/Guardian email	
Second Parent/Guardian name (optional)	
Second Parent/Guardian cell	
Second Parent/Guardian email	

Rank the Vice President positions by interest (1 = most interested).

Position	Rank (1–5)
Vice President of Leadership and Competition	
Vice President of Finance and Marketing	
Vice President of Public Relations and Communications	
Vice President of Membership	
Vice President of Community Service	
Vice President of Social Media	

Form 2: Chapter Advisor Recommendation

Candidate name: _____ School: _____

Rating scale: 1 = Needs growth 2 = Developing 3 = Proficient 4 = Strong 5 = Exceptional

Criteria	Rating (1–5)	Comments (optional)
Reliability / meets deadlines		
Professional communication		
Teamwork and leadership		
Public speaking and presence		
Integrity and decision-making		
Time management / balance with academics		

Advisor narrative (optional but encouraged):

Advisor name: _____

Signature: _____

Date: _____

Email: _____

Phone: _____

Form 3: Candidate, Parent/Guardian, and Advisor Commitment Agreement

Candidate initials next to each statement:

____ I will fulfill the duties of my office to the best of my ability and meet deadlines.

____ I will maintain a minimum 2.5 GPA during my term of office and provide verification if requested.

____ I will attend required state officer activities (virtual and in-person) unless prevented by an emergency or unsafe travel conditions.

____ I will communicate promptly with my advisor and the State Advisor and represent South Dakota DECA professionally.

____ I understand that failure to meet expectations or serious misconduct may result in suspension or removal from office.

____ I understand that if I am removed for cause, South Dakota DECA may seek repayment of non-refundable expenses paid on my behalf, consistent with board policy and as permitted by law.

Media release (name/likeness):

I authorize South Dakota DECA and DECA Inc. to use my name and likeness (including photographs, video, audio, and footage) in publications, productions, social media, and websites for informational and promotional purposes.

____ Candidate initial

____ Parent/Guardian initial

Item	Response
Emergency contact name	
Relationship	
Phone	

Travel and transportation (initial each): Travel permission/medical/emergency paperwork is managed through your school/chapter per local policy and is kept on file by your chapter advisor and the State Advisor.

____ My student may participate in required SD DECA activities, including travel as scheduled.

____ Our family/advisor will coordinate safe transportation to required events unless otherwise arranged by the association.

____ I understand students may miss school due to required activities and will work with my student on academic responsibility.

Signatures

Role	Signature / Date
Candidate (print name)	Signature: _____ Date: _____
Parent/Guardian (print name)	Signature: _____ Date: _____
Chapter Advisor / School (print name)	Signature: _____ Date: _____

Form 4: Code of Conduct Acknowledgement

- Respect others, be professional, and follow all instructions from advisors, chaperones, and conference staff.
- No alcohol, tobacco/nicotine (including vaping), marijuana, or illegal drugs at any DECA activity; no possession of prohibited items.
- No harassment, hazing, bullying, fighting, or threats; maintain appropriate language and behavior.
- Follow conference curfew, rooming, and supervision rules; do not leave assigned areas without permission.
- Use technology responsibly; do not post content that is confidential, unsafe, or damaging to DECA, your school, or others.
- Follow all travel and transportation safety rules (seatbelts, approved drivers, designated chaperones).

I understand violations may result in discipline up to removal from office and/or removal from events, consistent with school and state policies.

Candidate name: _____

Candidate signature: _____

Date: _____

Parent/Guardian signature: _____

Date: _____

Copies: The chapter advisor and the State Advisor each keep a copy of the signed forms on file.