

State Officer Duties and Expectations

General Duties:

The primary responsibility of an association officer is to serve the association on a local, state, national and international level. The goal of the Association Officer Team is to motivate and inspire DECA members, advisors, staff, educators and others to achieve the mission of the association and organization.

The average association officer will spend five to seven hours a week working on their association officer Program of Leadership responsibilities. It is important to realize that although academics remain the number one priority, you cannot fall behind in your responsibilities to DECA members. Below is a listing of typical responsibilities for association officers.

- Develop and implement a Program of Leadership
- Maintain regular and timely communication with assigned association staff (weekly documentation)
- Maintain regular and timely communication with association officer team members
- Maintain ongoing communications
- Daily social media presence
- Communication with chapter officers
- Participate and travel, as requested, to promote the association at conferences and meetings
- Develop a motivational keynote address
- Develop a signature workshop presentation

ASSOCIATION OFFICERS ARE NOT PERMITTED:

- To serve as a judge for any DECA event on a local, district, area, association or international level during his/her term of office.
- To serve as a member of any local, district, or area DECA election or nominating committee.
- To be involved with or support - in any capacity - a local, district, area or association DECA officer candidate's campaign.

REQUIRED EVENTS:

1. International Conference
2. Fall Regional Conference
3. State Career and Technical Student Organization (CTSO) Day
4. Other meetings/activities as called or planned (as much notice will be given as possible before meetings)

OFFICER ROLES:

PRESIDENT

- Practices the “Entrepreneurial” and “Management” elements of DECA’s Mission Statement
- 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 Chartered Association 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 Arkansas DECA
- Uses leadership skills and vision to inspire all Arkansas DECA members

VICE PRESIDENT OF LEADERSHIP

- Practices the “Emerging Leaders” element of DECA’s Mission Statement
- Responsible for all leadership activities
- Functions in the absence of the President and performs other duties as directed by the President
- Prepares to 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

- Practices the “Careers” element of DECA’s Mission Statement
- 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

- Practices the “Marketing” element of DECA’s Mission Statement
- Responsible for initial member recruitment, branding and promotions
- Works with the Chartered Association 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 organizational skills in order to maintain a clear written record of the Association 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 FINANCE

- Practices the “Finance” element of DECA’s Mission Statement
- Responsible for chapter budgeting, accounting and fund development efforts
- Plans, organizes and implements an association-wide project designed to stimulate stronger partnerships between DECA and business leaders across the association

VICE PRESIDENT OF HOSPITALITY

- Puts into practice the “Hospitality” element of DECA’s Mission Statement
- 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

OFFICER RESPONSIBILITIES:

To DECA Members

- As an association officer, you have the challenge to provide examples of **leadership, inspiration and enthusiasm** to ALL DECA members. The example that you set will affect each member's enthusiasm, involvement and emotions toward DECA.
- At all times, you must exhibit the **qualities of leadership** that will contribute to the growth of DECA through its many members.
- You will **inspire leadership** in direct proportion to the degree that you, as an individual, demonstrate leadership.

To Your Chartered Association

- An association officer must be prepared to work with the Chartered Association Advisor in the **growth and development of their association**.
- An association officer should be prepared at all times on any occasion to make **impromptu remarks** or to "say a few words" about DECA.
- It is your duty to **maintain communication** with other members of your team on a weekly basis.
- Chapter members and chapter officer teams must be treated with **utmost respect**. Without their support, your efforts will be wasted.

To the Organization

- Your foremost responsibility as an association officer is to **represent DECA members** throughout the organization, not solely the members of your chapter, region or division.
- The entire organization will be judged by people's impressions of you. Consequently, you must always **be mindful of the image you project** in appearance, in speaking and in manners.
- You are responsible for presenting yourself as a **professional student leader**.
- You are responsible for **developing enthusiasm** whenever you speak officially.

CODE OF PROFESSIONAL CONDUCT:

As the elected representatives of the student members of your association, association officers assume and accept a high degree of responsibility to conduct themselves in a manner that brings credit to themselves, the organization and the members.

Because ultimate responsibility for the association's finances, procedures and policies of necessity remain the sole purview of the Chartered Association Advisor and/or elected Board of Directors, the association officers are precluded from:

- Entering into any contractual relationship on behalf of the organization and
- Committing the organization to any policy without specific authorization of the Chartered Association Advisor.

By signing this Association Officer Code of Professional Conduct, individual officers agree to abide by the policies described below and to assume responsibility for their conduct while serving as an association officer. The specific areas of violation are listed to provide guidance to the officer and are not to be considered as all-inclusive.

Category 1 | Professional Responsibilities and Standards

As an association officer, I will:

- complete and submit all reports and assignments on time and correctly formatted.
- attend and participate in all called meetings, conferences and appointments.
- comply with all conference rules and regulations including curfews, dress codes, etc.
- abide by the officer dress code while representing the association.
- maintain consistent communication with teammates, members, and association staff members.
- follow instructions given by the association staff.
- not use tobacco products.
- not use profanity or other vulgar or inappropriate language or behavior.
- not lie, cheat or steal.
- not consume or possess alcoholic beverages.
- not engage in any activity that may be perceived as violating the rules of conduct for the function I am attending as an association officer (follow the higher standards of conduct of either the function or the Association Officer Code of Conduct).

Category 2 | Conduct Unbecoming

As an association officer, I will not:

- violate the law, including but not limited to:
 - consuming or possessing alcoholic beverages or other controlled substances.
 - theft or other felony crimes.
- represent someone else's work as my own.
- engage in any manner of sexual conduct/harassment or other activities that may discredit the organization (includes written or verbal comments and all forms of physical contact).
- discriminate against others.
- violate one or more of the Professional Responsibilities and Standards to a degree deemed as extreme by the Chartered Association Advisor (i.e., using excessive profanity to a staff member or advisor, excessive use of alcohol even if of legal age, etc.).

Violations of Conduct Unbecoming an Association Officer will result in travel suspensions or removal from office. A violation of the Conduct Unbecoming an Association Officer does not necessarily have to be associated with the officer's representation of DECA. Violations will be documented, and penalties assessed by the Chartered Association Advisor.