

ASSOCIATION OFFICER PLAYBOOK

ROLES + RESPONSIBILITIES



GENERAL DUTIES

PERFORMANCE INDICATORS

- Adhere to company protocols and policies (PD:250) (CS)
- Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)

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 list of typical responsibilities for association officers.

- Develop and implement a Program of Leadership
- Maintain regular and timely communication with assigned association staff
- Maintain regular and timely communication with association officer team members
- Maintain ongoing communication:
 - Daily social media presence
 - Communication with chapter officers
- Participate (whether in-person or virtually), as requested, to promote the association at conferences and meetings
- 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.

KEY COMPONENTS

PERFORMANCE INDICATORS

- Exhibit a positive attitude (EI:019) (PQ)
- Set personal goals (PD:018) (CS)
- Balance personal and professional responsibilities (PD:179) (SP)
- Explain the use of feedback for personal growth (EI:003) (PQ)
- Manage commitments in a timely manner (EI:077) (CS)

During your term as an association officer, you'll be empowered through experience to provide effective leadership through goal setting, consensus building and project implementation. Throughout your leadership journey, you'll enhance your skills in these key areas.



BRAND AWARENESS + PASSION

In addition to representing DECA's members, association officers represent the DECA brand at large. Association officers are expected to communicate the DECA brand, mission and key organizational messages to a variety of audiences. As a representative of the organization, association officers must abide by certain rules and expectations, including projecting a professional image, using proper etiquette and interacting positively on social media.



LEADERSHIP

Association officers are expected to adapt to various situations and maintain the strength and poise of confident leaders. Association officers must exhibit integrity, responsibility and trustworthiness. They are expected to speak with purpose by communicating in a positive, honest and direct way. Association officers must always be mindful of how their actions depict the organization. Being a leader is not about the leader. It is about those they are leading. Association officers should strive to serve DECA members and put the success of DECA above themselves.



GROWTH MINDSET

As an association officer, there are countless opportunities to grow – personally and professionally. Association officers must strive to become a better leader to better serve the organization in every way. They will accept and implement feedback whenever possible to improve the skills used in this role. In addition, they will learn from others whenever possible – Virginia DECA staff, educators and members. Association officers will accept and seek out constructive criticism and evaluation of their total performance.



ORGANIZATION + MANAGEMENT

The role of an association officer requires commitment. Association officers are expected to travel, meet deadlines and communicate regularly – all in addition to the other responsibilities in life. To be successful, healthy and happy, organizational skills are crucial. An association officer should excel in time management so that they can give their full attention to the task at hand and focus on the present.

REQUIRED EVENTS

PERFORMANCE INDICATORS

- Utilize resources that can contribute to professional development (PD:036) (SP)
- Inspire others (EI:133) (CS)
- Recognize/Reward others for their efforts and contributions (EI:014) (SP)
- Identify factors affecting attendee satisfaction with events (CR:056) (SP)

All association officers are required to attend each of the following conferences. Failure to attend a conference will result in dismissal from the association officer team.

EVENT	LOCATION	DATES	WHO
Association Officer Orientation	Virtual	June 4, 2025	All Officers
International Career Development Conference	Orlando, FL	April 26 – 29, 2025	All Officers
Association Officer Training	Phoenix, AZ	July 6-8, 2025	All Officers
Emerging Leader Summit (ELS)	Phoenix, AZ	July 9-11, 2025	All Officers
VAME Summer Conference (Optional)	Harrisonburg	July 20-23, 2025	All Officers
Camp DECA Fall Leadership Conference	Wirtz, VA	September 15-16, 2025	All Officers
The Ultimate DECA Power Trip	Arlington, VA	November 21-23, 2025	All Officers
Association Officer Mid-Year Meeting	Richmond, VA	January 29-31, 2026	All Officers
Advocacy Day at the Capitol	Wash DC	TBD	President
District Leadership Conference (DLC)	Your chapter	Your chapter	All Officers
Virginia DECA State Leadership Conference (SLC)	Virginia Beach	February 27-March 1, 2026	All Officers
International Career Development Conference	Atlanta, GA	April 25-28, 2026	All Officers

* Travel dates and locations are subject to change throughout the year.

OFFICER ROLES

PERFORMANCE INDICATORS

- Explain the concept of leadership (EI:009) (CS)
- Collaborate with others (EI:130) (SP)
- Participate as a team member (EI:045) (CS)
- Use consensus-building skills (EI:011) (SP)
- Motivate team members (EI:059) (SP)

INTRODUCTION

The Association Officer Leadership Team is the core group of DECA members providing leadership to the statewide organization. To ensure success, the DECA mission-based officer positions provide the defined roles and responsibilities needed to support the overall mission and goals of DECA. There are ten (10) mission-based officer positions on the Virginia DECA Association Officer Leadership Team. As emerging leaders, DECA encourages officer teams to practice real-world leadership by adopting a structure that mirrors business and industry. DECA officer positions are aligned with the DECA mission to ensure that each aspect of the mission is represented with great leadership.

SPECIFIC 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 Virginia DECA
- Uses leadership skills and vision to inspire all Virginia 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
- Assist 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 HOSPITALITY

- Puts into practice the “Hospitality” element of DECA’s Mission Statement
- Responsible for connecting members to a welcoming, 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



REGION VICE PRESIDENTS

- Organize and lead quarterly Zoom calls or webinars for chapter officers and advisors in the region to share updates, best practices, and answer questions.
- Create and promote a regional campaign to encourage chapter growth, involvement in DECA Month, competition prep, or community service initiatives.
- Reach out to new or reactivated chapters in the region to offer support, resources, and encouragement, including personalized welcome messages or check-in emails.
- Feature local chapter leaders or initiatives on social media to recognize excellence and foster a sense of regional community.
- Help plan and promote regional leadership conferences or play an active role in association/state conferences by leading sessions or facilitating workshops.

OFFICER RESPONSIBILITIES

PERFORMANCE INDICATORS

- Inspire others (EI:133) (CS)
- Lead change (EI:005) (CS)
- Model ethical behavior (EI:132) (CS)
- Follow chain of command (PD:252) (CS)

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 the **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 projecting yourself as a **professional student leader**.
- You are responsible for **developing enthusiasm** whenever you speak officially.

CODE OF PROFESSIONAL CONDUCT

PERFORMANCE INDICATORS

- Adhere to company protocols and policies (PD:250) (CS)
- Follow rules of conduct (PD:251) (CS)
- Model ethical behavior (EI:132) (CS)

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 remains 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).

Violations of the Professional Responsibilities and Standards may result in probation, travel suspensions and, ultimately, removal from office. These violations are focused on the officer's representation of DECA at any activity. Violations will be documented and penalties assessed by the Chartered Association Advisor.

CATEGORY 2 | CONDUCT UNBECOMING AN ASSOCIATION OFFICER

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.

The officer will be notified in writing of any violation when the penalty is assessed.

I, _____ understand and agree to this Code of Conduct.

Officer's Signature

Date

I have read the above and understand this Code of Conduct as it pertains to the association officer.

Parent/Guardian Signature

Date

Chapter Advisor's Signature

Date

School Administrator's Signature

Date

ASSOCIATION OFFICER COMMITMENT FORM

To the very best of my abilities, I will strive to...

- Present myself and DECA in a professional manner always.
- Make DECA a priority for my term in office.
- Become knowledgeable in marketing, finance, hospitality, management, entrepreneurship, competitive events and all other DECA programs.
- Travel and complete assignments given to me as a duty of my office.
- Maintain regular communications with my constituents, my Association Officer Team members and the Virginia DECA Association Advisor.
- Develop into a competent and professional speaker through preparation and practice.
- Accept, internalize and seek feedback throughout my term.
- Serve as a contributing member of the Association Officer Team, always maintaining a cooperative attitude.

Further, I will strictly adhere to the Association Officer Code of Professional Ethics.

- I will not consume/use any alcohol, tobacco or drugs.
- I will maintain a professional image for all occasions, dressing above what is expected.
- I will conduct myself in a manner that inspires respect through my actions, not through a show of superiority.
- I will avoid places and activities that in any way could raise questions as to my moral character or conduct.
- I will use appropriate language in all formal speeches and informal conversations.
- I will treat all DECA members equally and not knowingly engage in conversations detrimental to DECA members, advisors, or staff.
- I will advise the Virginia DECA Association Advisor concerning all activities in which I participate as a representative of Virginia DECA.

Officer's Signature

Date

I have read the above and understand this code of conduct as it pertains to the association officer.

Parent/Guardian Signature (if under 18 years old)

Date

Chapter Advisor's Signature

Date

School Administrator's Signature

Date

NON-DISPARAGEMENT FORM

I agree that during my term of association office and any time thereafter, I shall not through any form of communication with the members, public, partners or media, disparage Virginia DECA in any way, nor shall I encourage others to disparage Virginia DECA.

I understand that forms of communication include, but are not limited to: social media, websites, blogs, vlogs, public forums, interviews, recorded statements, email and other written or verbal correspondence.

I understand that disparagement includes, but is not limited to: critiques, derogatory statements, ridicule, slander, jokes or insults that diminish the reputation, goodwill or interests of Virginia DECA or any of its employees, past or current officers, members of its board, partners, products or services.

Exception for Compelled Truthful Statements. Nothing in this agreement shall prevent the officer from making truthful statements that are required by applicable law, regulation or legal process.

Violations of the Non-Disparagement Form may result in probation, travel suspensions and, removal from office. Violations will be documented and penalties assessed by Virginia DECA staff.

I, _____ understand and agree to this Non-Disparagement Form

Officer Signature

Date

CONSEQUENCES AND TERMINATION

Serving as an association officer is a high honor and privilege. Decades of effort by previous student leaders, educators and volunteers have paved the way for this year of opportunity. Furthermore, you have been selected by your peers to represent them and their interests. This responsibility is not to be taken lightly. Officers who do not fulfill their duties and commitments or act in a dishonorable way will have disciplinary action imposed or may be removed from office.

DISCIPLINARY PROCESS

The disciplinary process includes four levels:

- **Level 1:** Reprimand - A phone call with the Chartered Association Advisor and the offending officer
- **Level 2:** Probation - Additional assignments and call with the Chartered Association Advisor and the offending officer
- **Level 3:** Suspension - Officer is not allowed to travel or attend events
- **Level 4:** Removal from Office

SUSPENSION AND REMOVAL PROCEDURES

An infraction of the policies set forth shall result in the suspension or dismissal of the offending officer. The removal procedure is as follows:

- The Chartered Association Advisor will send a written notice, by email, to the officer. The notice will list the officer's infraction(s) and request a letter of the officer's intent to continue serving as an officer. The response letter must be sent to the Chartered Association Advisor by email within 3 days of receipt of the notice of an infraction.
- The officer will enter a suspension period. If the officer's performance does not improve within two weeks, if they fail to meet the requirements of the suspension, or the officer does not appropriately respond to the infraction notice, Virginia DECA will consider the position vacant.
- The officer will receive a written notice, by email, of removal from office from the Chartered Association Advisor.
- Copies of all the above-mentioned communications will be forwarded to the chapter advisor of the chapter from which the officer was elected.

STAYING CONNECTED

PERFORMANCE INDICATORS

- Adhere to company protocols and policies (PD:250) (CS)
- Follow rules of conduct (PD:251) (CS)
- Model ethical behavior (EI:132) (CS)

COMMUNICATIONS EXPECTATIONS

Association officers should stay in constant communication with the Chartered Association Advisor, association officer team advisor and their fellow association officers. All communications must be responded to within 24 hours. As emerging leaders, e-mail and text is the preferred means of communication to the Chartered Association Advisor. The association officer team will meet virtually every two weeks.

ORGANIZATION PASSWORDS

Throughout their term, association officers may be provided with administrative access to certain association accounts (social media accounts, etc.). These passwords must remain confidential, and are not to be shared or distributed to fellow officers, advisors, parents, members, etc.

EMAIL ACCOUNTS

Association officers will be provided with a Virginia email account, specific to their position, for use throughout their term in office. Prior to the end of the officers' term, officers must reset and share their password as requested by Virginia. All email communications will be sent to/from the provided email addresses.

CALENDAR

The association officer team will have a shared calendar to include all meetings and events, deliverable due dates, and personal travel and vacations. This calendar must be updated as regularly as possible by all association officers.

DOCUMENTS AND FILE SHARING

The association officer team will utilize a Google Drive folder as the central location for all association officer files and resources. Officers may only access this folder via their association provided email account; the folder should not be shared with any other email accounts. Officers are required to store all final documents in this folder. Officers should not remove any files from this folder without prior approval from Virginia DECA staff.

COLLABORATION

The association officer team will utilize Google Meets and Zoom as a remote collaboration platform. Google Chats is a chat-based collaboration tool that provides remote teams with the ability to work together and share information via a common space.

PROJECT MANAGEMENT

The association officer team will utilize Google Suite as the central location for all project management collaboration. Officers may only access Google Suite via their association-provided email account. Officers may not associate any email address with the account other than the provided association email account.

SOCIAL MEDIA ACCOUNTS

Association officers may be provided a Virginia DECA Instagram account, specific to their position, to use throughout their term in office. Prior to the end of the officers' term, officers must reset and share their password as requested by [Virginia DECA] staff. Officers may not associate any email address with the account other than the provided Virginia DECA email account.

TRAVEL AND EVENTS

PERFORMANCE INDICATORS

- Adhere to company protocols and policies (PD:250) (CS)
- Follow rules of conduct (PD:251) (CS)
- Model ethical behavior (EI:132) (CS)
- Inspire others (EI:133) (CS)

INTRODUCTION

As the elected representatives of the student members of your 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.

GENERAL CONFERENCE EXPECTATIONS

1. **Be sincere.** Your sincerity will help make people feel comfortable and appreciated.
2. **Speak and act with honesty.** If you always speak with integrity and believe in your own words and actions, others will pick up on this and mimic it, fostering an atmosphere of trust.
3. **Be aware of body language.** Your body language sends a strong message to others, so be aware of your posture and gestures.
4. **Know the schedule.** Take time to know every detail of your schedule, and most important – be on time!
5. **Make time for the members.** A conversation that is simply small talk to you can mean a lot to someone else who is shy or feels their opinion isn't taken into consideration.
6. **Listen to others.** Always listen to what people are saying to you, not just their words. Make it a point to look into their eyes, listen to their words and tone of voice, and watch their body language.
7. **Be helpful.** Your role at a conference is to help the host chapter or association in any way possible. Offer your help frequently and accept all tasks with humility.
8. **Nurture talent in others.** If you notice someone has a talent they aren't putting to use, let them know. Gently offer suggestions of DECA programs/activities where they could learn more.
9. **Say please and thank you.** Having excellent manners will go a long way to help boost your influence with members, advisors and professionals.
10. **Be enthusiastic.** Association officers should always strive to be the most enthusiastic person in the room. You have a passion for DECA, show it!

ASSOCIATION OFFICER TRAINING

OVERVIEW

The purpose of officer training is to prepare officers to successfully assume their positions. Through participation in a variety of activities, the officers will learn more about their association and DECA, develop leadership skills, and develop their Program of Leadership for the upcoming year.

ROLES + RESPONSIBILITIES

Association officers will:

- Participate in intensive leadership training, including:
 - Team Building
 - Leadership Styles
 - DECA Programs and Stakeholders
 - DECA Branding
 - Communications and Public Relations
 - Presentation and Speaking Skills
 - Executive Presence
 - Workshop Development
 - Project Management Training
- Learn factual information about DECA to provide members with answers to the most frequently asked questions.
- Develop their Program of Leadership including all action plans, assignments and milestones.
- Learn all reporting procedures, policies and collaboration tools.

EXPENSES

Virginia DECA covers the costs of the association officer team's travel, lodging and most meals. Association officer transportation is arranged by your chapter. It is **not** permissible for officers to travel to conferences without the supervision of an advisor or the Virginia DECA Chartered Association Advisor.

ATTENDANCE

All members of the association officer team are required to attend.

EMERGING LEADER SUMMIT (ELS)

OVERVIEW

The purpose of the Emerging Leader Summit (ELS) is to bring together association officers, chapter officers, and officer hopefuls during a three-day intensive leadership experience.

» Learn more at www.deca.org/els.

ROLES + RESPONSIBILITIES

Association officers will:

- Gain knowledge and leadership skills which will help them implement their planned Program of Leadership.
- Gain an understanding of the scope of DECA beyond the local, district and chartered association level.
- Meet and network with the chapter and the chartered association officers/leaders to exchange goals, ideas and experiences.
- Attend regional meetings with the executive officers.
- Attend mini-workshops during DECA After Dark.

EXPENSES

Virginia DECA covers the costs of the association officer team's travel, lodging and most meals. Association officer transportation is arranged by the association. It is **not** permissible for officers to travel to conferences without the supervision of an advisor or the Virginia DECA Chartered Association Advisor.

ATTENDANCE

The chartered association advisor will determine which association officers will attend.

All members of the association officer team are required to attend.

ASSOCIATION FALL LEADERSHIP CONFERENCE: CAMP DECA

OVERVIEW

The purpose of the chartered association's fall leadership conference for an association officer is to provide leadership development to the association's members and assist in the overall execution of the conference.

ROLES + RESPONSIBILITIES

Association officers will:

- Gain knowledge and leadership skills which will help them implement their planned Program of Leadership.
- Meet and network with members and chapter leadership teams to encourage and generate enthusiasm for the member/association leader's experience in DECA.
- Serve as brand ambassadors and role models for all attendees and promote enthusiasm for DECA.
- Provide leadership for general sessions, as requested.
- Lead a workshop presentation if requested by your Chartered Association Advisor.

EXPENSES

Virginia DECA covers the costs of the association officer team's travel, lodging and most meals. Association officer transportation is arranged by your chapter. It is **not** permissible for officers to travel to conferences without the supervision of an advisor or the Virginia DECA Chartered Association Advisor.

ATTENDANCE

All members of the association officer team are required to attend.

DECA REGIONAL LEADERSHIP CONFERENCE

OVERVIEW

DECA's regional leadership conferences allow the chartered associations within a region to meet annually. The purpose of these conferences is to provide DECA members with leadership training and to acquaint them with the many opportunities available through DECA.

» Learn more at www.deca.org/powertrip

ROLES + RESPONSIBILITIES

Association officers will:

- Gain knowledge and leadership skills which will help them implement their planned Program of Leadership activities.
- Gain an understanding of the scope of DECA within various chartered associations.
- Meet and network with members and chartered association leadership teams to encourage and generate enthusiasm for the member/association leader's experience in DECA.
- Serve as brand ambassadors and role models for all attendees and promote enthusiasm for DECA.
- Lead a workshop presentation if requested by the conference host.

EXPENSES

Virginia DECA covers the costs of the association officer team's travel, lodging and most meals. Association officer transportation is arranged by the association. It is **not** permissible for officers to travel to conferences without the supervision of an advisor or the Virginia Chartered Association Advisor.

ATTENDANCE

All officers will attend their own district conferences.

ASSOCIATION OFFICER MID-YEAR MEETING

OVERVIEW

The purpose of the association officer mid-year meeting is to provide a check-in opportunity for the association officer team while also preparing for the upcoming Virginia State Leadership Conference (SLC) and International Career Development Conference (ICDC).

ROLES + RESPONSIBILITIES

Association officers will:

- Present mid-year progress on their Program of Leadership and make adjustments to meet their goals.
- Work with association staff on Virginia State Leadership Conference (SLC).
 - Review the conference agenda and identify specific activities each association officer must attend
 - Review roles and responsibilities of the association officer team at the conference
 - Review assignments for the general sessions and conduct preliminary rehearsals

EXPENSES

Virginia DECA covers the costs of the association officer team's travel, lodging and meals. Association officer transportation is arranged by your chapter/association. It is **not** permissible for officers to travel to conferences without the supervision of an advisor or the Virginia DECA Chartered Association Advisor.

ATTENDANCE

All members of the association officer team are required to attend.

VIRGINIA DECA STATE LEADERSHIP CONFERENCE - SLC

OVERVIEW

The purpose of the chartered association's career development conference for an association officer is to support the competition and recognition of your association's members and assist in the overall execution of the conference.

ROLES + RESPONSIBILITIES

Association officers will:

- Gain knowledge and leadership skills which will help them implement their planned Program of Leadership.
- Serve as brand ambassadors and role models for all attendees and promote enthusiasm for DECA.
- Meet and network with members and chartered association leadership teams to encourage and generate enthusiasm for the member/association leader's experience in DECA.
- Provide leadership for general sessions, as requested by the Chartered Association Advisor.
- Lead a workshop presentation, as requested by the Chartered Association Advisor.

EXPENSES

Virginia DECA covers the costs of the association officer team's lodging and most meals. Association officer transportation is arranged by your chapter/association. It is **not** permissible for officers to travel to conferences without the supervision of an advisor or the Virginia DECA Chartered Association Advisor.

ATTENDANCE

All members of the association officer team are required to attend.

LOCAL CHAPTER VISITS

OVERVIEW

The purpose of visiting a local chapter is to engage local members in the opportunities available through all DECA's programs.

ROLES + RESPONSIBILITIES

Association officers will:

- Highlight achievements of the local chapter.
- Gain an understanding of the scope of DECA at the local level.
- Meet and network with members to encourage and generate enthusiasm for the members' experiences in DECA.
- Serve as brand ambassadors and role models for all attendees and promote enthusiasm for DECA.
- Provide leadership as requested.
- Lead a workshop presentation as requested.

EXPENSES

The requesting chapter covers the costs of association officer's travel, lodging and meals. Association officer transportation is arranged by your chapter. It is **not** permissible for officers to travel to conferences without the supervision of an advisor or the Virginia DECA Chartered Association Advisor

ATTENDANCE

Based upon requests, officers will verify their availability to attend.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC)

Overview

Join over 22,000 members from associations across the globe for the premier DECA event of the year. More than 13,000 DECA members compete for international recognition and DECA glass within their competitive event category. Thousands of members take part in the Emerging Leader Series and receive leadership training by the top industry professionals. Members and chapters who are SBE-certified receive training and participate in competition through the SBE Academy. Members learn about post-secondary and other opportunities by networking with over 100 exhibitors. Election of the new executive officer team also takes place at this conference.

» Learn more at www.deca.org/icdc.

ROLES + RESPONSIBILITIES

Virginia DECA covers the costs of the association officer team's travel, lodging and meals. Association officer transportation and lodging is arranged by Virginia DECA. It is **not** permissible for officers to travel to conferences without the supervision of an advisor or the Virginia DECA Chartered Association Advisor.

ATTENDANCE

All members of the current association officer team are required to attend.