



2022-2023 Executive Officer Applicant Handbook

Secondary & Post-secondary

JANUARY 2022



**BUSINESS
PROFESSIONALS**
of AMERICA



Dear Prospective Executive Officer Applicant:

We greatly appreciate your interest in exploring the possibility of running for office with Business Professionals of America (BPA) and helping serve our members.

The primary purpose of our Executive Council is to serve as a voice for our more than 40,000 members throughout 25 states and Puerto Rico, as well as our international members located in China, Haiti, and Peru. Additionally, these passionate student leaders serve as brand ambassadors for BPA by helping improve and promote all of our programs and resources, which ultimately helps each member maximize their BPA journey and prepare them for their future.

The opportunity to serve as a member of the Executive Council will allow you to further develop your skills as a servant leader, enhance your communication and human relations experiences, and can ultimately be a very rewarding experience that will help you maximize your long-term success.

Serving as an Executive Officer is considered a prestigious honor and distinct privilege, which requires an exceptional level of dedication and commitment to accomplish multiple goals and objectives throughout the membership year. This opportunity also demands a significant amount of time, the ability to meet high expectations, the capacity to establish measurable goals, superior communications skills with multiple stakeholders, and the willingness to operate as a member of a highly efficient team. An integral part of the success of National BPA is dependent upon the determination, devotion, and supreme professionalism of the Executive Council.

Before making a final determination on whether to proceed with this process, please take a few minutes to ask yourself the following questions:

- Have you served as a local, regional, or state officer?
- Do you view yourself as a servant leader?
- Do you have high moral standards and operate with dignity and transparency?
- Do you care less about individual titles and more about team success?
- Do you work well within a team and have the ability to collaborate in a positive manner, even when your personal opinion may differ from the team?
- Are you willing to place the overall success of BPA above any personal goals?
- Do you have 5+ hours per week to dedicate to BPA?
- Do you excel in organizational skills and time management?
- Do you pride yourself on providing timely and professional communications?
- Are you comfortable receiving constructive feedback and being held accountable?

If you answered "Yes" to all of these questions, you likely have the experience and desired traits necessary to be a highly successful Executive Officer for BPA.

Should you have any questions throughout this process, please contact me at christensen@bpa.org.

Best of luck to you!

Spencer Christensen
Executive Officer Coordinator

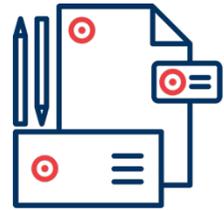
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General Information

Important Updates

- While this document is titled Executive Officer Applicant Handbook, it is the same document used in previous year elections that was called the National Officer Applicant Handbook. Per each division's bylaws, the term Executive Council refers to the elected student officers in each division and the term Executive Officer is used in lieu of National Officer.
- The information outlined in this handbook applies to prospective Secondary and Post-secondary Executive Council Applicants. However, there is a separate form for each division, so make sure that you complete the appropriate form.



Important Reminders

The application along with all supporting documents and forms must be uploaded electronically by **April 1, 2022**. To access the form, visit:

<https://members.bpa.org/students/run-for-executive-council/>

- Any applicant that submits an incomplete application or does not meet the deadline of **April 1, 2022** will be automatically eliminated from consideration.
- All prospective Executive Officer applicants will now be required to take the "Officer Candidate Exam" as part of the application process. A minimum score of 70 must be achieved in order to be eligible as an official candidate.
- It is highly recommended that each applicant print the "Application Checklist" in the Forms section to ensure that you complete and submit all of the required documentation.
- All supporting documentation and forms must be typewritten. No handwritten documents will be accepted.
- Digital signatures are acceptable.
- Electronic official transcripts are acceptable.



Purpose

The purpose of this Executive Officer Applicant Handbook is to provide important information and address many questions related to eligibility, campaigning and election procedures for prospective Executive Officer candidates.

Policy and Procedures

All information outlined in this handbook is applicable to prospective Executive Officer applicants within the Secondary and/or Post-secondary membership divisions.

The following Business Professionals of America governing documents were referenced in the creation of this handbook, all of which can be downloaded in their entirety at

<https://bpa.org/about-us/governance/governing-documents/>.

- Policies and Procedures Manual (updated **September 30, 2021**)
- Secondary Division Bylaws
- Post-secondary Division Bylaws

Executive Council Definition and Role

Executive Officers are collectively referred to as the "Executive Council." These elected student members shall operate as a highly functional team, dedicated to the welfare of their respective division and success of all members. They represent the national organization at various conferences and meetings during their term and have the opportunity to make recommendations to the National Board of Trustees.

Secondary Division Executive Council

The Executive Council for the Secondary Division is comprised of up to six (6) officer positions, including:

- President
- Vice President
- Secretary
- Treasurer
- Historian
- Parliamentarian

Post-secondary Division Executive Council

The Executive Council for the Post-secondary Division is comprised of up to four (4) officer positions, including:

- President
- Vice President
- Secretary | Treasurer
- Parliamentarian

Executive Officer Duties and Responsibilities

General Duties:

It shall be the duty of each elected officer to serve their respective division in any capacity as directed by National BPA, as outlined within published National BPA governing documents or as instructed by the Executive Council. Each Executive Officer shall also commit to being a positive BPA brand ambassador and always promote the general welfare of Business Professionals of America.

The goal of the Executive Council is to advocate, educate, motivate and inspire all BPA student members, advisors, educators, staff and other key stakeholders to achieve the mission of Business Professionals of America.

Each Executive Officer shall serve a one (1) year term that begins once they are officially elected at the 2022 National Leadership Conference and concludes at the closing of the 2023 National Leadership Conference.

The average Executive Officer will spend between 5-10 hours per week planning and executing the division Program of Work, actively participating on assigned sub-committees, responding to member inquiries and other mission-critical tasks. It is important to realize that, although academics remain the number one priority, you will not be able to fall behind in your responsibilities to BPA members. Below is a listing of some typical responsibilities that each Executive Officer should be willing to adhere to:

- Collaborate, develop and implement a divisional Program of Work.
- Maintain regular and timely communications with the Executive Council, Executive Officer Coordinator, staff, membership and all other key stakeholders.
 - The expected response time is within 24 hours.
- Attend and participate in all divisional and joint team meetings.
- Treat fellow officers with respect and value their opinions.
- Provide guidance, leadership, and inspiration to all members.
- Represent the views of the membership; not those of the individual officer.
- Forward all requests for services to the Executive Officer Coordinator for scheduling.
- Notify the Executive Officer Coordinator immediately of circumstances which prevent carrying out any assignment.
- Develop a motivational or inspirational keynote for student members.
- Develop a signature workshop presentation.
- Maintain BPA brand standards in person and online (social media, email, etc.).
- Wear an official BPA blazer and professional attire to all functions when representing BPA.
- Travel, as requested, to promote National BPA at various conferences and meetings.
- Abide by the Code of Ethics as established by the National Board of Trustees.

BPA Brand Ambassadors

In addition to representing student members, Executive Officers represent the BPA brand at large. Executive Officers are expected to communicate the BPA brand, mission and vision, and key organizational goals to all stakeholders. As a representative of the organization, Executive Officers must abide by certain rules and expectations, including projecting a professional image, using proper etiquette and interacting in a positive manner at all times.

Other specific duties based on each position include, but are not limited to:

President:

- Preside over all divisional business meetings.
- Create and distribute meeting agendas.
- Make all necessary committee appointments and individual assignments.
- Manage and report progress on the team's Program of Work.

In presiding over meetings, the **President** should adhere to the following:

- Arrive before the scheduled meeting time to ensure that everything is prepared and ready for the team.
- Always have an agenda prepared and distributed in advance of each meeting.
- Call the meeting to order.
- Follow the agenda and bring up items in their logical order, lead all discussions, and prevent team members from breaking into separate side conversations.
- Keep the team on topic and do your best to keep things running on time.
- Speak clearly and audibly.
- Maintain order within the meeting.
- Summarize what has been stated in order to get a decision on a topic.

Board of Trustees Representation

As a student-focused organization, Business Professionals of America provides a one-of-a-kind experience that is not offered by any other Career and Technical Student Organization (CTSO). While serving as the President of the Post-secondary and Secondary divisions, both Presidents also serve as ex-officio voting members on the BPA Board of Trustees. While this is a very exciting and rewarding opportunity, it is imperative that the officers elected President have additional time to commit, be willing to better understand our guiding governing documents, and conduct themselves in a highly professional manner.

Vice President:

- Serve in any capacity as directed by the division President or Executive Officer Coordinator.
- Serve as ex-officio member on all sub-committees.
- Accept the responsibilities of the President as occasions may demand.
- Manage the approval of Torch Award resumes.
- Develop and implement team building projects.

Secretary:

- Serve in any capacity as directed by the division President or Executive Officer Coordinator.
- Record the roll and minutes of all divisional business meetings.
- Edit and distribute completed minutes to the Executive Council and Executive Officer Coordinator for review within one (1) week of the conclusion of each meeting.
- Call a meeting to order in absence of the President and Vice President.

Treasurer:

- Serve in any capacity as directed by the division President or Executive Officer Coordinator.
- Manage fundraising efforts for respective divisions.
- Provide regular financial updates related to divisional fundraising goals to the Executive Council and Executive Officer Coordinator.

Historian:

- Serve in any capacity as directed by the division President or Executive Officer Coordinator.
- Maintain records and files that will be used to document and highlight Executive Council year-in-review.
- Supply material or articles to be published by National BPA media outlets.

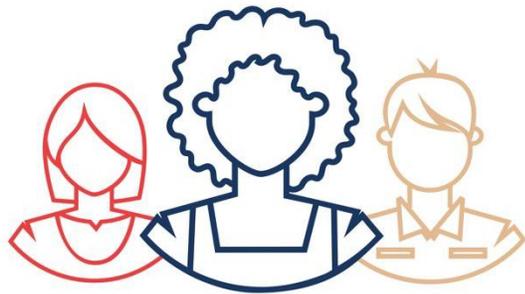
Parliamentarian:

- Serve in any capacity as directed by the division President or Executive Officer Coordinator.
- Serve as special advisor to the President and other Executive Council members on all matters pertaining to parliamentary procedure.

- Have reference materials pertaining to parliamentary procedure available for each meeting.
- Have a solid understanding of divisional bylaws and other governing documents.
- Watch for significant irregularities in parliamentary procedure and call them to the attention of the President or committee chairperson.

Executive Council Members are not permitted:

- To serve as a judge for any BPA event at the local, regional or state association level during their term of office.
- To be involved with or support - in any capacity - a local, regional, state association or National BPA candidate's campaign.
- To personally endorse any person, product or service on behalf of BPA other than those persons, products or services which are approved by National BPA.
- To accept any personal benefits or payments for services performed as a BPA Executive Council Officer.
- To obligate National BPA for funds or services of any nature.



State Association Information

State Eligibility

Each Chartered State Association may nominate a maximum of two (2) Executive Officer applicants per membership division annually (Secondary and Post-secondary).

Screening Procedures

If a state has more than two (2) applicants within each division interested in running for office, it is the responsibility of each Chartered State Association to develop the screening procedures utilized to arrive at the maximum number of applicants allowed.

State Advisor Role

The respective State Advisor for each Executive Officer applicant plays an important role during the application process. We highly encourage State Advisors to work side-by-side all of their approved applicants to ensure that all components of the application are completed accurately and uploaded by the required deadlines. Additionally, we would appreciate making sure they understand the full scope of each individual officer role in which they are interested and ensure that they will have the time available to fulfill the responsibilities associated with each position.

State Advisor Responsibilities

- Review forms and materials of all applicants and screen as necessary to meet the maximum number of applicants allowed per state.
- Connect with the Local Chapter Advisor to ensure that they are assisting the applicant in completing all application requirements.
- Approve all materials, sign the Executive Officer Nomination Form and submit the State Association letter of recommendation by **April 1, 2022**.
 - Each State Advisor and Local Chapter Advisor will be provided a link to upload their letter of recommendation. The Applicant will not be able to view these letters unless shared with them by the Local Chapter Advisor or State Advisor.
 - The link to upload the Letter of Recommendation will be provided to the Local Chapter Advisor and State Advisor once the applicant has uploaded all required materials and they have been approved by the Executive Officer Coordinator.

Executive Officer Support

In the event that an applicant from their state is elected to serve as an executive officer, we ask that State Advisors be willing to support them and commit to helping hold them accountable throughout their term in office. Our goal is to partner with State Advisors to ensure that this is a very rewarding and beneficial experience for their state representative. The Executive Officer Coordinator will keep State Advisors informed on all important team communications, as well as any specific situations that may arise with Executive Officers from their state.

Applicant Information

Eligibility Requirements

In order to be eligible to run for the Executive Council, the student applicant must meet the following minimum requirements outlined below.

Approval of State Association

Any Executive Officer applicant residing in a Chartered State Association must receive written approval from both the State Advisor and Local Chapter Advisor via letters of recommendation. Please keep in mind that each State Association may have their own requirements when selecting or approving Executive Council applicants.

Any Executive Officer applicant that resides in a non-chartered State Association must receive written approval from the Local Chapter Advisor via a letter of recommendation.

Active Member

An Executive Officer applicant must be a member in good standing with membership dues paid no later than **February 15, 2022**.

Leadership Experience

An Executive Officer applicant must currently be serving or have previously served as a local, regional or state officer within BPA. An Executive Officer may not serve in any other leadership capacity during their term serving on the Executive Council. This includes serving as an officer at any level for BPA or any other student organization.

Enrollment

- **Secondary** - The applicant must be a student enrolled in state approved career and technical business education, information technology, and/or office education program. Every elected officer must be enrolled in an accredited Secondary or Post-secondary institution for their entire term on the Executive Council.
- **Post-secondary** – The applicant need not be a full-time student as long as enrolled in a state approved (or accredited by the appropriate state agency) program for business, business and office, information technology, or business education. Every elected officer needs to be enrolled in an accredited Post-secondary institution for their entire term on the Executive Council.

Grade Point Average

- **Secondary** - The applicant must have a cumulative 2.75 grade average based on a 4.0 scale (official school transcript required). If elected, the Executive Officer must maintain a cumulative GPA of at least 2.75, as well as not having a term GPA below 2.5. Documentation will be requested by the Executive Officer Coordinator to ensure that the officer maintains these GPA requirements throughout their term. Failure to maintain this requirement will result in removal from office.

- **Post-secondary** - The applicant must have a cumulative 2.75 grade average based on a 4.0 scale (official school transcript required). This GPA requirement is cumulative for the past two terms. If elected, the Executive Officer must maintain a cumulative GPA of at least 2.75, as well as not having a term GPA below 2.5. Documentation will be requested by the Executive Officer Coordinator to ensure that the officer maintains these GPA requirements throughout their term. Failure to maintain this requirement will result in removal from office.

Maximum Terms

An elected Executive Officer is limited to serving a maximum of two (2) terms in office per division.

Application Procedures

Executive Officer applicants **DO NOT** declare or campaign for a specific officer position. Each applicant will rank their preference of offices when completing the online application.

- If approved as an official candidate, each Executive Officer Candidate will solely campaign for the opportunity to serve Business Professionals of America on the Executive Council.
- The six (6) Secondary candidates and the four (4) Post-secondary candidates receiving a majority vote will be placed in specific offices by the Placement Committee.

Executive Officer Applicants residing in Chartered State Association

- Each applicant shall fully complete and upload all required materials and forms outlined in the "Application Materials" by the established deadline.
- The State Advisor shall approve all materials, sign the Executive Officer Nomination Form and upload the State Association letter of recommendation no later than **April 1, 2022**.
- Each applicant will be provided a copy of all submitted materials and shall bring printed copies to the National Leadership Conference.

Executive Officer Applicants residing in Non-Chartered State Association

- Each applicant shall fully complete and upload all required materials and forms outlined in the "Application Materials" by the established deadline.
- The Local Chapter Advisor shall approve all materials, sign the Executive Officer Nomination Form and upload the Local Chapter letter of recommendation no later than **April 1, 2022**.
- Each applicant will be provided a copy of all submitted materials and shall bring printed copies to the National Leadership Conference.

Application Materials

All Executive Officer Applicant materials and required forms will be uploaded electronically. The online application can be accessed by visiting <https://members.bpa.org/students/run-for-executive-council/>.

The following information and forms are required to be completed and uploaded by each Executive Officer Applicant:



Executive Officer Application

- This is primarily personal information on each applicant

Professional Digital Color Photo

- Professional business attire required (BPA professional dress not necessary)
- Photo should be taken in portrait orientation
- Photo dimensions should be a minimum of 600 px X 600 px
- Uploaded JPG or PNG file must be 2MB or less

Letter of Application

- This letter shall list the reason(s) the applicant would like to serve as an Executive Officer for Business Professionals of America. The letter should be addressed to Dr. Ross, Executive Director.

Applicant Official Statement

- The applicant statement should be 100 words or less and include:
 - Name
 - Why they wish to be a candidate for Executive Council
 - DO NOT reference a specific office

Official School Transcript

- This official transcript should include grades of all subjects taken the previous year and the first semester or quarter of the current year.
- If school policy prohibits the distribution of "official" transcripts to students, the candidate must request the transcript be sent to their Local or State Advisor.

Applicant Résumé

- The applicant résumé should include career objective and any experience related to community service, leadership, etc.
- Must fit on one (1) standard 8.5 X 11 page.

Social Media Responses

- These responses will be posted prior to the National Leadership Conference to allow student members to learn more about you and your platform.
- Each response should be 50 words or less. Answers that exceed 50 words will be cut-off at the required 50-word mark.
- Please use Microsoft Word to generate your responses to ensure the word count is consistent for all candidates.

Letters of Recommendation

Both the Local Chapter Advisor and State Advisor must upload their letters of recommendation by **April 1, 2022**. Each Advisor will be provided a unique link to upload the letter of recommendation once the applicant has uploaded all required materials and they have been approved by the Executive Officer Coordinator. The Applicant will not be able to view these documents unless shared with them by the Local Chapter Advisor or State Advisor. If a prospective applicant resides in a non-chartered state association, they will only need a letter of recommendation from their Local Chapter Advisor.

- Local Chapter Advisor Letter of Recommendation (all applicants)
- State Advisor Letter of Recommendation (applicants from Chartered State Association)

If the applicant resides in a non-chartered state association, the Local Chapter Advisor must email their letter of recommendation to the Executive Officer Coordinator, Spencer Christensen, at schristensen@bpa.org. This document must be received by **April 1, 2022**.

Campaign Expense Report

- Campaign Expense Report is submitted at the Election Briefing Meeting at NLC.
- A maximum expenditure of \$200.00 is allowed for campaign materials.
- The report should include a complete itemized list of all expenses related to a candidate's campaign.
- All donated materials must be included in the itemized list of expenses and listed at the fair market value.
- Candidates are allowed to use up to a 17" battery powered computer or tablet during their campaign rally. The computer will need to be listed on the expense report, but will not be an expense item.
- Each candidate will be allowed to provide one easel that does not have to be added to the expense report.
- No matter the actual costs, copies will be listed on the expense report at \$0.05 each for black and white copies and \$0.25 each for color copies, with pictures listed as \$0.10 for 4x6, \$0.25 for wallet, \$0.60 for 5x7, and \$2.50 for 8x10 for each picture used. Other sizes will be listed per market value.
- ***Failure to submit or declare any items on your itemized expense report will result in immediate disqualification of the candidate.***

Applicant Recorded Video (Optional)

A video no more than 30 seconds allowing applicants to make themselves familiar to members and voting delegates. The applicant will provide a brief introduction and share why they are running for Executive Office.

- The video may not include music, edited images, special effects, or any other kind of editing other than simple cut and clip edits.
- Videos will be posted online by the National Center on the Monday prior to NLC along with the 100 Word Statement and Social Media Responses.

- If there are individuals other than the applicant present in the campaign video, a release form needs to be submitted. A written release form shall be obtained by applicants from any individual whose work, name, likeness or personal information is used as part of a candidate video submission.
- **Any videos that exceed the time limit or fail to meet the specified criteria will not be uploaded.**

Signed Executive Officer Code of Ethics Form

- Each applicant will download this form from the online application and should sign and upload it as a PDF document (do not upload it as a photo).

Applicant Signed Statement of Understanding of Meeting Requirements

- Each applicant will download this form from the online application and should sign and upload it as a PDF document (do not upload it as a photo).

Signed Executive Officer Causes of Removal Form

- Each applicant will download this form from the online application and should sign and upload it as a PDF document (do not upload it as a photo).

Candidate Signed Executive Officer Social Media Contract

- Each applicant will download this form from the online application and should sign and upload it as a PDF document (do not upload it as a photo).

Candidate Signed Grievance Contact Information Form

- Each candidate will download this form from the online application and should sign and upload it as a PDF document (do not upload it as a photo).

Officer Candidate Exam

All prospective applicants will be required to take the "Officer Candidate Exam" and score 70% or above to be eligible for candidacy. This exam will be scheduled once all other candidate materials have been approved. The exam will be proctored by the Executive Officer Coordinator or other member of BPA staff and must be taken by **April 7, 2022**. The "Officer Candidate Exam" will consist of fifty (50) selected response questions and cover information from the following areas:

- 2022-2023 Executive Officer Applicant Handbook - 30%
- 2022-2023 Merit Scholar Study Guide (available on BPA Member Gateway) - 60%
- Professional etiquette questions - 10%

Application Review

It is very important that you use extreme care when completing all required materials and ensure that all entries are free from errors.

- Each application and supporting materials will be thoroughly reviewed by the Executive Council Coordinator for accuracy and completeness, based on the requirements outlined within each component.

- Applicants who submit incomplete or late application forms and materials WILL BE automatically eliminated from consideration as a candidate.

Notification of Candidacy

In order to move forward as an official candidate, individuals must adhere to all guidelines defined within each corresponding document and ensure all are uploaded no later than **April 1, 2022**. Individuals should also ensure documents are completed fully and free from errors. Once these items are approved, individuals will be contacted immediately to schedule the "Officer Candidate Exam" and if they score is 70% or higher, an email notification from the Executive Officer Coordinator will be sent stating official approval as a Executive Officer candidate. Each individual's respective State Advisor and/or Local Chapter Advisor will also be copied on the correspondence.

TIP: Do not wait until the last minute to upload items as one can never be sure if/when technology may fail, an emergency may arise, or unexpected or uncontrollable circumstances.

Campaign Regulations

- The candidate, his or her campaign manager, state association voting delegates, members, advisors, and state advisors must observe all campaign regulations.
- Failure to follow the campaign regulations may result in disqualification of the candidate.

Campaign Manager (Required for Secondary; Optional for Post-secondary)

- The campaign manager must be a current, dues paid, and active member in good standing of the same division as the candidate.
- The campaign manager will head the entire campaign for the candidate and must attend the campaign briefing meeting with the candidate.

Campaigning Prior to National Leadership Conference

- No campaigning may be conducted prior to the NLC except through the social media guidelines established by National BPA.
- Along with the application packet, candidates will submit responses to questions that will be posted to social media platforms by National BPA the Monday before NLC. At this time, candidates and campaign managers may utilize social media platforms to announce candidacy. No other campaigning is allowed prior to NLC.

Campaigning On-Site at the National Leadership Conference

- No campaigning may be conducted prior to the Opening Session except for announcing your candidacy on approved social media platforms as outlined above.
- Candidates will be introduced at the Opening Session. Following the session, candidates AND campaign managers visibly wearing the designated "Executive Officer Candidate" and "Campaign Manager" ribbons may begin campaigning using

business cards only. Only the candidate and/or the campaign manager may distribute business cards and campaign.

- Business cards must be the standard size of 3.50"x 2.00".
- All materials, except for business cards which can be distributed only by the candidate and the campaign manager, must be contained within the Campaign Rally Room.
- Campaign materials may not be distributed, displayed, or posted at any time anywhere else throughout the conference property.

Campaign Rally Guidelines

- Helium balloons, glitter, confetti or stickers of any kind are not permitted in the Campaign Rally.
- Each candidate will be provided with space, including one (1) table and two (2) chairs, to set-up and distribute campaign literature. Candidates will draw for allocation of specific locations within the room.
- Posters may be hung on the table or displayed on an easel next to the table. Candidates must supply their own easels. As a reminder, the first easel does not have to be listed on your expense report. Any additional easels must be listed on the expense report at market value.
- Only the candidate and the campaign manager may actively campaign during the Campaign Rally.

Officer Elections Grievance Policy

- A grievance may be filed by any member by completing the Grievance Form.
- The Grievance Form must be completed and submitted to the Executive Officer Coordinator by the State Advisor or designee within (1) hour of the referenced grievance.
- Grievances concerning campaign procedures will be handled by the Grievance Committee which is composed of two (2) members of the National Board of Trustees, two (2) current Executive Officers, two (2) local advisors, and the National BPA Executive Director. The committee has the authority to disqualify candidates or take other disciplinary action deemed necessary based on the infraction.
- The candidate, local chapter advisor, and state advisor or designee will be informed of the grievance and nature of the grievance and given the opportunity to respond immediately, prior to any action being taken against the candidate.

Social Media Guidelines

Social Media Platforms

The following social media platforms will be allowed for campaigning. Additional details and guidelines are outlined under Social Media Guidelines.

- **Facebook**
- **Instagram**
 - Instagram Stories are permitted only if the "highlights" feature is used to archive stories. It is important that you highlight/archive each story at the time of posting and use "**Campaign**" as the title of your highlight.
- **Twitter**

Social Media Accounts & Campaigning

It is not a requirement that Executive Officer candidates establish new social media accounts for the purpose of campaigning. However, if a candidate wishes to set up a new account, it is acceptable to do so. Only the accounts identified by the candidate and submitted in the application can be used for social media campaigning, whether the candidate has additional accounts or not. Candidates may campaign on only one account per social media platform and may not link or otherwise direct BPA members to other existing accounts or profiles. This would be considered leveraging multiple accounts on a single platform, which is not permitted.

Candidates and their Campaign Managers should not engage in any campaign activity via direct or private message. Candidates may engage members and voting delegates publicly on any of the approved platforms when the social media campaigning is authorized to begin.

State Association Support for Candidates

The candidate's State Association may provide support on approved social media platforms during the campaign period only by reposting, retweeting and/or liking original posts without inclusion of comments.

Social Media Posts, Retweets, Comments, and Likes

When posting, commenting, or otherwise engaging with social media, individuals should remember that they are representing their Local Chapter, State Association, and National BPA. Candidates and Campaign Managers are expected to portray themselves, and the organization, in a positive manner at all times.

Direct Message Pre-Approved Responses

It is possible that candidates will receive direct messages from members during the social media campaigning period of the Executive Officer Elections. Direct engagement through private communication mechanisms, such as direct messages is strictly prohibited and candidates who engage beyond the pre-approved responses provided by National BPA may face disqualification.

To ensure that all messaging is consistent, the approved responses below should be sent by candidates and Campaign Managers in the event a direct message is received:

1. Thank you for your message. As an Executive Officer Candidate, I am not permitted to engage in direct message communications with members as part of my social media

campaign. I invite you to engage publicly and let your voice be heard by all members and candidates.

2. Thank you for your message; however, I am unable to engage in a direct message communication as part of my social media campaign for Executive Council. This is the only response that you will receive through direct message by me or any other BPA Executive Officer Candidate or Campaign Manager in order to ensure fairness throughout the election process.

Candidate Pre-Submitted Materials

Materials that are submitted with the application with the intent to be posted on the election website (candidates.bpa.org) are authorized to be posted by the candidate on their social media campaign accounts during the authorized period for using social media.

Candidate Websites

Candidate websites will not be permitted for campaigning during the 2022 election campaigning period.

Social Media Specific Posting Guidelines

*Business Professionals of America reserves the right to require any candidate to remove any post(s) immediately based on any reason listed or not listed below.

PERMITTED	NOT PERMITTED
<ul style="list-style-type: none"> ○ Use one Instagram account, one Facebook account, and/or one Twitter account as your campaign social media accounts ○ Share/Post text and graphics containing campaign materials ○ Encourage members to visit all of your other approved social media platforms ○ Encourage members to visit candidates.bpa.org ○ If requested, connect campaign accounts with member accounts by accepting friend or follow requests. ○ Mention/tag other individuals/accounts ○ Comment on posts from other candidates without endorsing the candidate 	<ul style="list-style-type: none"> ○ Engage in private, direct messaging ○ Establish groups with any individuals ○ Utilize "Live Video" or other advanced features including "Polls", "Events", "Stories", "Rooms", "Quizzes", "Rating Scales", "Fleets", etc. (with the exception of Instagram Stories as described in the Social Media Platforms section ○ Endorse or support any other candidate ○ Pay any amount of money to advertise or boost a post ○ Link or otherwise direct BPA members to other personal accounts or profiles not serving as the official Facebook, Twitter, and/or Instagram campaign accounts

Election Information

State Association Voting Delegate Allocation

Student members within each Chartered State Association have the opportunity to actively participate in the election process at the National Leadership Conference as a voting delegate.

Each chartered state association is allocated a total number of voting delegates based on the specific formula outlined in the *Business Professionals of America Policies and Procedures Manual* (Article XI, Section E – Voting Procedures).



Voting Delegate Responsibilities

Voting delegates play an important and vital role in the election of Executive Officers. Therefore, it is crucial that all voting delegates, including alternate voting delegates, understand and agree to fulfill the following responsibilities:

- Read this handbook thoroughly; ask questions as necessary, and abide by all campaign/election regulations.
- Wear your voting delegate ribbon to all official meetings related to the election process.
- Attend all campaign and election sessions, including:
 - Campaign Briefing Meeting (Head Voting Delegate only)
 - Opening General Session
 - Business Meeting
 - Campaign Rally
 - Primary Election (if needed)
 - State Caucus Session
 - General Election
- Plan to arrive early to all required sessions at the designated time and location.
 - Alternate voting delegates will be seated in the designated area only if necessary.
- Votes are cast electronically, so be sure to have your own charged device that will allow you to access the internet (smartphone, tablet, computer, etc.).

Voting Delegate Roll Call

State Association Voting Delegates must be present for roll call in any session involving the Executive Officer election process.

When the State Association's name is called to verify roll:

- All voting delegates will stand and remain standing until an official count is verified and delegates are advised to be seated.
- The Head Voting Delegate will walk to the microphone and announce:
 - State
 - Number of voting delegates present

Primary Election Procedures

If there are twelve (12) or more candidates, a Primary Election will be held. The Primary Election ballots will be cast once the Business Meeting and the Campaign Rally are concluded. All registered conference delegates may vote.

- If there are eleven (11) or fewer candidates, there will be no primary election.
- **Ballot Information:**
 - The ballot will contain the names and pictures of all qualified candidates for office.
 - Students must vote for the number of candidates designated on the ballot. Ballots cast for more than or less than the designated number will be void and not counted:
 - **Secondary Division:** Each Voting Delegate will vote for six (6) candidates.
 - **Post-secondary Division:** Each Voting Delegate will vote for four (4) candidates.
- Results will be prorated based on the number of voting delegates allocated to each State Association.
- **Results:**
 - Once it is verified that all votes have been cast and results have been tabulated, the results will be shared out through National BPA social media platforms and posted at NLC headquarters.
 - The top ten (10) candidates receiving the most votes in both the Secondary and Post-secondary Divisions will become finalists and advance to the General Election.

General Election Procedures

The General Election ballots will be made available immediately following the conclusion of all State Associations completing their caucus sessions. Only State Association Voting Delegates may vote. Once voting opens, all votes must be cast within fifteen (15) minutes. Any votes not submitted within this time frame will be lost.

- **Ballot Information:**
 - The ballot will contain the names and pictures of all finalists.
 - Voting Delegates will vote for six (6) Candidate Finalists for the Secondary Division and four (4) Candidate Finalists for the Post-secondary Division.
- **Second Ballot Information** (If necessary):
 - In the event of positions remaining open after the first ballot due to an insufficient number of candidates receiving a majority of the votes, a second ballot shall be submitted to the voting delegates immediately following the first ballot.
 - The second ballot shall contain the top candidates at a number determined by the number of open positions remaining on the officer team plus one additional slot.
 - On the second ballot, the voting delegates are not required to cast any specific number of votes.
 - If a majority is not received on the second ballot, the position remains vacant.

- **Results:**
 - For offices, the top six (6) vote receivers for the Secondary Division and top four (4) vote receivers for the Post-secondary Division will be on the new officer team.
- **Placement Committee:**
 - As outlined in the BPA Policies and Procedures Manual, the purpose of the Placement Committee is to place officers, elected by the voting delegates, in the Executive Council position that best fits their skill sets and leadership potential.
 - Each candidate will be interviewed by a Placement Committee. This committee will include two (2) Board Members, Executive Officer Coordinator, Executive Director, one (1) former Executive Officer, and one (1) Alumni Member.

Election Meetings and Sessions

All Executive Officer Candidates are required to attend each of the following sessions related to the election process. Should a candidate be absent from any session they shall be disqualified, unless it can be proven that there were circumstances beyond their control that led to the absence.



Election Briefing Meeting

This session will inform voting delegates about important election procedures and allow them to ask any questions they have regarding the election process. Additionally, any election materials, including voting delegate ribbons will be distributed to the Head Voting Delegate.

Date: Wednesday, May 4, 2022

Time: 3:00 p.m. CT

Required to attend: Candidate, Campaign Manager (if applicable) & Head Voting Delegate of each State Association.

Welcome to attend: Local Chapter Advisor, State Advisor or designated representative & all voting delegates.

- Neither the State Advisor nor any other state representative may serve as an alternate for either the Candidate or Head Voting Delegate.

Campaign Rally / Primary Election

During this session:

- All conference attendees will have the opportunity to personally meet, talk to, and question all candidates.
- Candidates and their Campaign Managers ONLY will be allowed time prior to the Campaign Rally to set up materials. Setup time will be listed in the conference program.
- Candidates and Campaign Managers are the only ones allowed to actively campaign during the Campaign Rally.
- All student delegates will be allowed to vote in the Primary Election; advisors and other adults may not vote. After the finalists are posted, candidates will receive their state caucus schedules.

Date: Thursday, May 5, 2022

Time: Secondary at approximately 7:00 p.m. CT

Post-secondary at approximately 9:00 p.m. CT

Required to attend: Candidate, Campaign Manager (if applicable) & all student delegates who wish to vote in the Primary Election.

Business Meeting

During this session:

- Each Executive Officer Candidate will deliver their prepared speech.
 - The speech shall be limited to two (2) minutes.
 - The officer candidate will give an individual statement of qualifications and platform.
 - Candidates may not refer to any office by name.
 - The use of skits, props, costumes, demonstrations or the assistance of another person are not allowed.
 - The candidate may not solicit or invite audience participation; however, the candidate will not be held accountable for spontaneous audience response.
 - The distribution of campaign material in the room where general sessions and banquets are held is also prohibited with the exception of business cards.
- Official roll call of State Association voting delegates will be completed.
- No questions may be asked to any of the candidates.

Date: Thursday, May 5, 2022

Time: Secondary from 5:00 p.m. to 7:00 p.m. CT

Post-secondary from 8:00 p.m. to 9:00 p.m. CT

Required to attend: Candidate, Campaign Manager (if applicable) & All Voting Delegates.

Welcome to attend: Any conference attendee

State Caucus Sessions / General Election

During this session:

- Candidates will have scheduled appointments with each State Association to answer any last questions the voting delegates may have before voting. Each State Association must stay within the allotted five (5) minute time limit for the candidate, as measured by the Campaign Manager or State Representative.
 - Should any State Association exceed the allotted five (5) minute time limit for caucusing, all votes may be forfeited.
- State Associations may question candidates. The State Advisor or designate must be present and is responsible for making sure that questions asked are appropriate.
- Current members of the Executive Council will distribute General Election materials once caucusing has concluded. Ballots will be cast electronically by the designated Voting Delegates within each State Association. The State Advisor or designated non-student supervisor must be present during balloting.
- In the event that a second ballot needs to be distributed, do not leave your assigned caucus room until given permission to do so.

Date: Thursday, May 5, 2022

Time: Secondary from 8:30 p.m. to 10:30 p.m. CT

Post-secondary from Immediately following Campaign Rally ~ 10:30 p.m. CT

Required to attend: Candidate, Campaign Manager (if applicable), All voting delegates and State Advisor.

Executive Officer Candidate Interviews

- Each candidate will be interviewed by the Placement Committee.

Date and Time: Post-secondary from Thursday, May 5, 2022 at 9:00 a.m. to 11:00 a.m. CT
Secondary from Friday, May 6, 2022 at 7:30 a.m. to 11:00 a.m. CT

Required to attend: Candidate ONLY

NLC Awards Session

- During this session, members of the 2022-2023 Executive Council will be installed.

Date and Time: Post-secondary from Saturday, May 7, 2022 at 6:00 p.m. to 8:00 p.m. CT
Secondary from Saturday, May 7, 2022 at 8:30 p.m. to 11:30 p.m. CT

Required to attend: Candidate

Executive Officer Orientation

- Immediately following the conclusion of the NLC Awards Session, all newly elected officers will meet with the Executive Officer Coordinator to discuss expectations and answer questions.

Date: Saturday, May 7, 2022

Time: Immediately following Secondary/Middle Level Awards Session

Required to attend: New Executive Officer

Welcome to attend: Local Chapter Advisor & State Advisor



If you can dream it, you can do it.

-Walt Disney



Application Checklist

The Executive Officer application and all supporting documents must be uploaded online at <https://members.bpa.org/students/run-for-executive-council/>

Executive Officer Application	
Professional Color Photo	
Letter of Application	
Official 100 Word Statement	
Official School Transcript	
Applicant Résumé	
Social Media Responses	
30-second Recorded Video Link (Optional)	
Campaign Expense Report (submitted at Election Briefing Meeting)	
Signed Executive Officer Code of Ethics Form	
Signed Statement of Understanding of Meeting Requirements	
Signed Executive Officer Removal Form	
Signed Executive Officer Social Media Contract	
Signed Grievance Contact Information Form	
Local Chapter Advisor Letter of Recommendation (Uploaded by State Advisor)	
State Advisor Letter of Recommendation (Uploaded by State Advisor)	
Officer Candidate Exam (scheduled once all other documents are approved)	





Executive Officer Code of Ethics

Should I be elected as an **Executive Officer** for **Business Professionals of America**, I understand that I must adhere to the *Member Code of Conduct and Ethics* as outlined in the National BPA Policies and Procedures Manual (Article XIII – page 40), as well as the specific Executive Officer Code of Ethics outlined below:

- To forego all alcohol while involved in official or assigned activities
- To forego tobacco while in official dress
- To consider romance of any type with other executive officers as "off limits" during my term of service
- To be willing to take and follow instructions as directed by those responsible for them
- To wear official dress when traveling to an assignment and using public transportation
- To serve as a member of the officer action team by always maintaining a cooperative attitude
- To use wholesome language in all speeches and informal conversations
- To maintain proper dress and good grooming in all occasions
- To avoid places or activities which in any way could raise question as to moral character or conduct
- To avoid participation in and actively discourage any conversations which belittle or downgrade fellow members, officers, and/or adults
- To treat all members equally by not favoring one over another
- To behave in a manner which conveys and commands respect without any air of superiority
- To maintain dignity while being personable, concerned, and interested in fellow members
- To abide by the Delegate Conduct for all Business Professionals of America sponsored activities

I further understand that if I do not abide by the **Business Professionals of America Executive Officer Code of Ethics**, I may be relieved of my duty and the National Center will declare my office vacant.

Printed Name: _____

Date: _____

Signature: _____



Statement of Understanding on Meeting Attendance

If elected as an Executive Officer for Business Professionals of America, I understand that attendance at all scheduled National BPA, Executive Council, sub-committee and all other meetings is required. Additionally, I understand that I must arrive on-time for each meeting and stay until the meeting has been adjourned. Furthermore, I understand that should I fail to adhere to these requirements, it will result in me being removed from office.

Note: The majority of our meetings throughout the membership year are completely virtual, so it is essential that you have access to reliable internet in order to attend and fully participate with your team. If you do not have internet access at home or through your cell phone provider, **it is your responsibility to locate a place that can accommodate your needs** (school, public library, coffee shop, etc.)

A few of these required meetings include, but are not limited to:

Executive Officer Orientations

- **May 7** (immediately following S/ML Awards Session)
- To ensure a successful year, we will have several orientation meetings hosted virtually to cover a variety of topics including time management, leadership, social media use, etc. Attendance at each orientation is mandatory. Dates for these meetings are as follows:
 - **May 16 and 23; June 6, 13, and 20** (Begin at 8:00 pm ET ~ approximately 1 hour long)

Executive Officer Training – Location TBD

- **June 26 – July 1, 2022** (Tentative)

Executive Council Team Meetings

- Meeting cadence will be established at Executive Officer Training
- Average is one (1) meeting per week
- Each meeting typically lasts between 60 -120 minutes

2021 Student Leadership Summit

- Early November

Winter Meeting – Anaheim, CA

- Typically held the first week in January over the course of six (6) days

2023 National Leadership Conference – Anaheim, CA

- **April 23 – 30, 2023**

Printed Name: _____ Date: _____

Signature: _____



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Executive Officer Social Media Contract

Should you be elected as an Executive Officer, Business Professionals of America (BPA) and its Board of Trustees wants to make sure you are aware of the Social Media Guidelines during your service term.

Business Professionals of America recognizes and supports a student's rights to freedom of speech, expression, and association, including the use of social networks. In this context, however, each Executive Officer must remember that participating and serving for the organization is a privilege.

As an Executive Officer, you represent not only the state and chapter you are from, but you also serve as a brand ambassador for Business Professionals of America and are expected to portray yourself, and the organization, in a positive manner at all times.

Social media, broadly understood as any sites and services that permit users to share information with others in a digital manner such as Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, personal texting, and blogs, are powerful tools of communication that have significant impact on your personal reputation, professional reputation, and the reputation of Business Professionals of America. As an Executive Officer, you must read and sign this contract acknowledging your responsibility to use social media responsibly as a member of the Business Professionals of America Executive Council.

During your term of service, social media outlets will be used as a crucial means of communication. They will be used to encourage involvement with BPA students, advisors, partners and sponsors, as well as with other related followers. Do not be afraid to comment, retweet and "Like" so we can promote you and the organization.

As a member of the Executive Council you are asked to uphold the high stature of Business Professionals of America in all conduct, both online and offline, including with the use of social media.

The following principles apply:

Uphold professionalism online: Others associate you, and any opinions or personal information you disclose, with Business Professionals of America. Please ensure that all your social media profiles and activities are consistent with BPA's high standards of professional conduct as described in the Delegates Code of Conduct and the National BPA Social Media Policy. In addition:

- Post in such a way that is representative of all stakeholder groups of Business Professionals of America, from students and advisors to alumni and partners.
- In the virtual world, as a representative of BPA, dress and behave as you would at official organization functions.
- Post meaningful, respectful comments. In all instances, avoid politics, controversial opinions, foul language, and indiscreet conversations or loose talk.

Serve as a Brand Ambassador of Business Professionals of America: During your service as a Executive Officer, you are asked to devote your time and energy to post content or discuss topics that are relevant to supporting the mission and vision of the organization. Maintain a social media presence

and participate in engagement on each of the platforms that the National Association has a presence.

Ask: When in doubt about a post, tweet or other action on social media platforms, consult the National Center Staff and your fellow team members. If you are about to publish something that you are uncertain of or that makes you the slightest bit uncomfortable, stop, review and consult.

Act with discretion: Information you are entrusted with, including inside information, confidential personnel matters, and sensitive information from internal meetings, are all considered "off the record" and should never be divulged or shared with others.

Use official statements: When you see posts or commentary on topics that require subject matter expertise, avoid the temptation to respond to these directly. An exception to this is if you respond with approved messaging that has been prepared or provided by the National Center for those specific topics, or you have received approval by the Executive Officer Coordinator or the Membership & Marketing Coordinator.

Gain permission: Before posting someone else's work, photos, etc., please contact the owner first. For example, if another person has posted a picture of a local BPA event and you would like to highlight it on your page or on the National BPA platforms, please first ask the original poster if it would be permissible to share their photo and content. Always remember to credit and tag appropriately using the @ or Repost notification.

Share and link content: Link to content published online, when possible. Share all relevant and interesting BPA information and news.

Respect exclusive material: Business Professionals of America must have the opportunity to publish text, photo and video material officially before it appears on your Executive Officer or personal social networks. Once published, you can share on your own platforms.

Engage thoughtfully: You are encouraged to share and like all material posted by official National BPA accounts on social networking sites. Refrain from commenting on official BPA-branded posts. It can be off-putting for an average Facebook user to click on a post and see virtual insider "pats on the back."

Strive for accuracy: Take a moment to think about what you are posting (both personally and professionally) before you hit the publish/post button.

- Think about the content: is it relevant and topical?
- Are you reviewing and maintaining the content you provide through social media on a regular basis?
- Proofread for spelling and grammar.
- Be aware of what you say and of your connections in social media networks.

Accept, but don't initiate: BPA Executive Officers should not issue friend requests, including to BPA student members or advisors. However, it is fine if members want to initiate the friend process and you accept. Executive Officers may also connect with Chapter and State Association platforms.

Nothing is private, everything is public: The online social network sites are not a place where you can say and do whatever you want without repercussions. The information you post on social networking sites such as Facebook, Twitter and Instagram is considered public information. Even email or direct

messages on social networking sites, which may seem private, can easily find their way to the public. Each time you use one of these communication tools, think about who you represent:

- Yourself
- Your family
- Fellow officers
- Your chapter
- State and National associations
- Your school

Maintain brand image as well as a self-image of which you can be proud of for years to come.

Consult: In the case of any issue related to BPA online, refer to your Division President, Executive Officer Coordinator and/or Membership & Marketing Coordinator for counsel.

Executive Council social media accounts: The Executive Council is provided a joint account for the team to use during their term. This account is owned by Business Professionals of America and as such, no officer should be under the impression that information contained on this platform is private. Officers are required to report any password changes/updates to the Membership & Marketing Coordinator immediately. The national organization has the right to inspect, access and/or revoke the account at any time without notice to any Executive Officer.

- These social media accounts will be the primary accounts used by Executive Officers to engage with BPA membership.
- Executive Officers have no control or management over National BPA social media accounts. Any content that the team would like communicated across National BPA social media accounts must be submitted to and approved by the Membership & Marketing Coordinator.

Social media leadership training: Prior to receiving access to the team social media accounts and being granted approval to post as an official brand ambassador of the organization, Executive Officers are required to complete a social media educational development training. As you prepare to represent the organization during your term of service, consider how and what you are doing will reflect on your professionalism and our collective reputation.

By providing your signature below, you hereby acknowledge and agree to uphold the brand and reputation of Business Professionals of America and your position as a Executive Officer to the highest standards, and will adhere to the Social Media Policy and Executive Officer Social Media Contract as outlined.

Printed Name: _____ Date: _____

Signature: _____



Executive Officer Candidate Social Media Responses

These social media responses will be posted prior to National Leadership Conference in order to allow student members to learn more about you and your platform.

- Each response to the questions listed below must be fifty (50) words or less.
- Microsoft Word should be used to generate your responses to ensure that the word count is consistent for all candidates.
- Use Century Gothic font / Size 11
- Any response(s) that exceed the fifty (50) word requirement will be cut-off at the fifty (50) word mark.
- You may choose not to respond to any/all questions, however, it will be noted that you chose not to respond.
- All responses must be submitted by **April 1, 2022**.

Questions:

- 1. How would you describe your leadership style?**
- 2. What are the most important values that you demonstrate as a leader?**
- 3. What is your biggest accomplishment as a member of BPA?**
- 4. What is the most important goal you wish to achieve in service as an Executive Officer?**
- 5. How can you create a culture of collaboration in a virtual environment to ensure a successful team?**
- 6. How do you approach conflict resolution?**

Printed Name: _____

Date: _____

Signature: _____



Executive Officer Removal Form

If elected as an Executive Officer, it is important that you take your role very seriously and ensure that you stay active and on top of your assigned duties and tasks throughout your entire term. Should you not remain an active team member and / or fail to complete your assigned duties, you may be removed from office without notice based on the criteria outlined below.

An Executive Officer may be declared "**Inactive**" and risk removal of office for:

1. Failure to attend the NLC installation ceremony for any reason other than an emergency or medical episode.
2. Failure to attend required Executive Officer meetings.
3. Failure to satisfactorily carry out assigned responsibilities.
4. Failure to meet required deadlines.
5. Failure to maintain timely communications with the Executive Officer Coordinator, Executive Council Team or BPA staff.

An Executive Officer may be removed immediately from office for:

1. Failure to adhere to the *BPA Member Code of Conduct* and / or *Executive Officer Code of Conduct*.
2. Failure to adhere to National BPA Policy and Procedures, including:
 - a. Code of Regulations
 - b. Policies and Procedures Manual
 - c. Secondary or Post-secondary Division Bylaws
 - d. Executive Officer Applicant Handbook

Printed Name: _____

Date: _____

Signature: _____



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Executive Officer Grievance Contact Information Form

Per the National BPA Grievance Policy, "The Candidate, Local Chapter Advisor and State Advisor or designee will be informed of the grievance and nature of the grievance and given the opportunity to respond if action is taken against the candidate."

Please complete the contact information below to ensure that the Grievance Committee will be able to contact you if action is taken against your candidate. All information other than signature must be typewritten.

Executive Officer Candidate

Printed Name: _____

Cell Phone Number: _____

Signature: _____ Date: _____

Local Chapter Advisor of Candidate

Printed Name: _____

Cell Phone Number: _____

Signature: _____ Date: _____

State Advisor or Designee of Candidate

Printed Name: _____

Cell Phone Number: _____

Signature: _____ Date: _____

