



NORTH CAROLINA
STATE ASSOCIATION

2020 State Officer Election Step-by-Step Guide

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What is the State Executive Council?

The State Executive Council consists of 9 elected members who primarily serve as liaisons to the NC FCCLA membership population. In addition to being the youth governing body of the organization, the council aids in national program development, program implementation, and public relations. These 9 officers are elected annually.

For the 2020 year, the 2021-2022 State Officers will be elected during the virtual State Leadership Conference.

Offices of the State Executive Council (SEC)

President

First Vice President

Vice President of Public Relations

Vice President of Programs

Vice President of Community (Service)

Vice President of Parliamentary Law

Vice President of STAR Events (Competitive Events)

Vice President of Membership

Vice President of Middle Schools

Election Process Terminology

- Election Voting Delegate - one voting delegate from each chapter who is designated to cast the vote for their chapter regarding the State Executive Council election.
- State Executive Council (SEC) - The 9 NC FCCLA members elected as state officers.
- State Executive Council Adviser (SECA) - The local adviser to a State Executive Council member.
- State Officer Candidate (SOC) - A NC FCCLA member who is running for state office.
- State Officer Candidate Adviser (SOCA) - The local adviser to a State Officer Candidate.
- State Selection Committee - A group of individuals who interview State Officer Candidates who were elected, to determine which position they will serve in the 2021-2022 year.

Steps of the NC State Officer Election Process

All SOC (Pre-SLC)

Step 1 - Gain Support

Step 2 - The Application

Step 3 - Preparation

Step 4 - Pre-Recorded Speech

Step 5 - Knowledge Test

ALL SOC (At-SLC)

Step 6 - SOC Orientation

Step 7 - SOC Introductions

Step 8 - Networking

Step 9 - Elections

Elected SOC (At-SLC)

Step 10 - Letter Drop #1

Step 11 - Selection Committee Interviews

Step 12 - Letter Drop #2

Step 13 - Installation

Step 1: Gain Support

Goal:

- Develop a strong support system for the election process, and potential year as a member of the State Executive Council.

Why is this important?

Becoming a member of the State Executive Council will affect the day-to-day lives of many more people than just the officer. Family members will have to provide support for tasks and responsibilities, teachers will likely have to prepare assignments ahead so that officers can be successful even when they are not in the classroom, and chapter advisers assume state responsibilities that correlate to their student's office. It's difficult for state officers to be successful without a team of people encouraging them in their endeavor, so the process should begin with a solid foundation of buy-in and support.

Process:

- Talk with parents, the chapter adviser, and school administration about the opportunity to run for a state office. Candidates should explain why they are interested, how they believe they will benefit, and their plan for maintaining a good standing in their family, school, and community with the added responsibility. Go over the details of the election process and required SEC travel.

Step 2: The Application

Goal:

- Officially become a State Officer Candidate.
- Verify eligibility, proof of support, and provide contact information.
- Provide information on experience and qualifications.

Why is this important?

The SOC [Intent to Run Form](#) and [Application](#) are the methods members use to express their interest in state officer elections. It provides information needed to ensure that candidates are eligible to run and enables the staff to include the member in the election process. Application materials also provide the State Selection Committee and election voting delegates with an introduction to the candidate through information about candidate's experience in NC FCCLA and other areas of their life and recommendations from those who know the candidate well. The application is a candidate's opportunity to show his/her ability to succeed in basic skills, such as following directions and expression of ideas, and opinions through writing. Selection Committee members and election voting delegates will begin to form an opinion of each candidate including his/her qualifications and ability to serve the organization through the application materials. Resumes, and essays, will be posted online to provide adequate time to review in advance of the State Leadership Conference.

Process:

- Candidates should review the application early, so they know what is expected and can allow plenty of time to complete it in a high-quality manner. Many signatures and recommendations are required, so planning ahead will give everyone time to complete their portion of the application.

- Upon receiving support from their local chapter, each candidate will complete the online [Intent to Run Form](#), which informs the State Executive Director to expect his/her application. The form must be submitted by Friday, Feb. 12, 2021.
- Complete the [application](#) according to the directions provided. Review the document several times to ensure it has been done correctly and ask others to proof it as well.
- Compile all of the required recommendations, check for signatures, and make a copy of the entire application to keep.
- Mail the [application](#) to NC FCCLA, postmarked by Wednesday, Mar. 10, 2021. Application may also be submitted [electronically](#), but must be received by Friday, Mar. 12, 2021.

Step 3: Preparation

Goals:

- Ensure that candidates understand the expectations and requirements of State Officer Candidates.
- Develop a speech related to the topic provided that illustrates the candidates professionalism, public speaking abilities, and personality.
- Acquire a comprehensive understanding of FCCLA's history, structure, and current opportunities as well as a general understanding of FCS and CTE.

Why is this important?

Preparation is key for candidates to successfully complete the election process.

Process:

- The speech topic will be posted online by Friday Dec. 18, 2020. Candidates should develop speech ideas early and practice as much as possible. Get feedback from others and tweak the presentation as needed.
- Candidates should study the resources listed below. Become comfortable with information about FCCLA both for the test, and as preparation for the potential of becoming a state officer.
- State Officer Candidates will receive correspondence via email from the State Executive Director from the day their application is received until the SLC. It is extremely important that candidates read all information for what candidates need to be prepared for prior to the State Leadership Conference. Make sure to follow these instructions carefully.
- An orientation webinar will be held on Monday, April 12, 2021 for candidates to receive information about the election process during SLC, and to ask any questions.
- Direct questions to the chapter adviser or State Executive Director. Understanding the details and feeling prepared will help candidates do their best during the election process.

FCCLA Resources for SOC Knowledge Test

- FCCLA National Program Materials
- FCCLA Membership Campaign
- FCCLA Branding & Promotion Guide
- Current Issues of Teen Times
- State Elections Step-by-Step Guide
- www.ncfccla.org
- www.fcclainc.org

Step 4: Pre-Recorded Speech

Goal:

- To demonstrate candidates' public speaking skills.
- To provide an opportunity for the general public to see the candidates.

Why is this important?

Members of the SEC are required to speak in front of many people during their term and they must be comfortable with this responsibility as a candidate. Election voting delegates will factor their ability to create and deliver a speech effectively for a large audience, and virtually, into their voting decision.

Process:

- Candidates will be provided a speech topic by Friday, Dec. 18, 2020. Candidates should determine ideas early and practice as much as possible; getting feedback from others and tweaking as needed.
- Candidates will be given a link and instructions on how to record their speeches. Their speech must be between 2-3 minutes long, with no editing or time-lapse of the video permitted.
- Candidates will upload their videos with their applications, or by email to nfccla@fcclainc.org (if they plan to mail in their application).
- Candidate videos will then be uploaded into the SLC platform, so that they may be viewed by SLC attendees, election voting delegates, and Selection Committee members.

Step 5: Knowledge Test

Goal:

- Discover how much candidates know about the organization.

Why is this important?

State Executive Council members represent the organization to many groups of people from members and advisers to potential partners and policy makers. This responsibility requires the comprehensive knowledge of the organization so the election voting delegates need to understand how much each candidate knows as they make decisions about who will serve on the 2021-2022 State Executive Council. Their scores will also be used by the Selection Committee to help in determining office positions for those that are elected into office by election voting delegates.

Process

- The test will consist of 50 questions about FCCLA. Questions may be true/false, multiple choice, fill-in-the-blank, or short-answer.
- Candidates will sign-in to the session (using the provided link). When all candidates are accounted for, a proctor will give each candidate access to the test. Candidates will be able to leave after they have completed the test.
- If a candidate has special needs for testing, he/she should make contact with the State Executive Director by Mar. 30, 2021, so accommodation may be made.
- Test scores will be shared with the election voting delegates and the Selection Committee.

Step 6: SOC Orientation

Goal:

- Meet the SEC and SOC
- Celebrate the accomplishment of becoming a State Officer Candidate and encourage one another.
- Provide an overview of the election process at the State Leadership Conference, and an opportunity for SOC or SOCA's to ask questions about the process.

Why is this important?

The orientation is the last opportunity for candidates to ask questions about and become comfortable with the journey on which they are about to embark. A large part of the orientation will be devoted to developing relationships and encouraging candidates. All of the SOC are exceptional leaders and whether or not they are elected, their accomplishments deserve to be recognized. The election process is one that only a few people go through each year and it is an opportunity to form strong bonds with others who have similar interests and goals.

Process:

- SOC and SOCA will be provided a link to the virtual orientation, via email, by Apr 5, 2021.
- SEC, SOC, and SOCA will show up for the orientation, ready and excited to meet each other and learn more about the process!

Candidates will be introduced by the SEC during the recorded Opening Session. Candidates will include a headshot with their application that will be used during the Opening Session. Headshots must be a clear image of the student, in the Official Red Blazer, and white, collared top.

Step 7: SOC Introductions

Goal:

- Provide the opportunity to introduce the SOC Candidates to the NC FCCLA Delegation.

Why is this important?

The candidate introductions will be the first opportunity that the NC FCCLA delegation will be able to see each of the candidates. Candidates will be able to introduce themselves to the delegation, and let their delegation know their name, school, and district they are from.

Process

- Arrive at the opening session early, and in the designated dress code. SOC and SOCA will be provided the link to the opening session by Apr. 5, 2021.
- At the designated time, SOC will introduce themselves by name, grade, chapter, and district.

Step 8: Networking

Goal:

- Provide an opportunity for voting delegates to meet each of the SOC for whom they may be voting.
- Allow SOC to demonstrate their ability to meet new people and converse about the organization.

Why is it important?

State Officers spend a large part of their year meeting new people, sharing their experience, and talking about FCCLA. This session helps voting delegates to see candidates in this type of environment and allows them to personally get to know each individual. Allowing all voting delegates to attend helps chapters get a broader perspective of the candidates.

Process:

- Prior to the session, candidates will be given a checklist of candidates so that they can keep track of those they've met and those they still need to meet. The checklist will not be turned in; but simply a tool to help election voting delegates ensure they get to meet all voting delegates. This session will take place on Tuesday, Apr. 13, as part of the State Leadership Conference.
- Election voting delegates will be provided a link to this virtual networking session by Monday, Apr. 5, 2021.
- In this virtual session, election voting delegates will be grouped within specific breakout rooms, so that candidates can ensure they've met everyone. The voting delegates will stay in the same breakout room throughout the networking time, and candidates will rotate from room to room. There will be at least 1 adult member from either the State Management Team, State Election Committee, SECA and/or Board Members in each breakout room to ensure that election voting delegates' questions are appropriate. Inappropriate questions or behaviors by an election voting delegate will be reported to the State Executive Director who may dismiss the delegate from the session, and may also be removed as an election voting delegate.
- The amount of time needed for this will depend on the number of candidates, however, there will be 5-10 minutes in each breakout session.

Step 9: Elections

Goals

- To provide the election voting delegates the opportunity to vote for the candidate from each district that they feel will be the best representative to serve on the SEC.

Why is it important?

NC FCCLA wants to ensure that all voting delegates have a fair chance to represent their chapters in electing the 2021-2022 State Executive Council. This will ensure that elections and votings are completed securely, and in a timely manner.

Process:

- Voting delegates will be provided a secure online voting link by email. They will be able to access the link on Wednesday, Apr. 14, 2021, from 9:00 am to 5:00 pm. The link will close promptly at 5:00 pm. If an election voting delegate fails to vote during the time indicated, they will not be able to submit their ballot. State Officers, with the exception of the State President, will be provided the opportunity to vote.
- Once the voting link has been closed, votes will be counted.
- SOC candidates will be elected per the following:
 - The SOC candidate from each district with the highest votes will be the State Officer for that district.

- The SOC candidate for the V.P. of Middle Schools position with the highest votes will be the V.P. of Middle Schools for the state.
- In the event that a district does not have a candidate representative, the SOC candidate, who has not been elected into a position, with the highest overall votes, will be elected to serve as State Officer for that district. This process will continue until all districts have representation.
- In the event of a tie, the State President's vote will be used as a tie-breaker.

Step 10: SOC Letter Drop #1

Goal:

- Inform SOC of who has been elected to serve on the 2021-2022 State Executive Council.

Why is it important?

To provide the opportunity for SOC to know if they were elected to serve on the 2021-2022 State Executive Council. Acknowledges all SOC's for their exemplary leadership throughout the election process, regardless if they were elected a position.

Process:

- Candidates, and their advisers, will be sent an email that will indicate if they were elected. They will receive this email by 9:00 pm on Apr. 14, 2021.
- Candidates that have been elected, will receive more details regarding their Selection Committee Interviews on Mar. 15, 2021, Letter Drop #2, and the Installation Ceremony on Friday, Apr. 16, 2021.

Step 11: State Officer Selection Committee Interviews

Goal:

- To determine the officer position for newly elected State Officers.

Why is it important?

The interview process provides the newly elected officer to showcase how their interests, experiences, and goals align with the position they hope to serve in the 2021-2022 year. The Selection Committee will use the newly elected officer's interview responses, State Officer Preference Form, speech, networking experience, resume, essay questions, letters of recommendations, and other application materials to help them in making their decision for which state office position they will be assigned.

Process:

- Interviews will be conducted virtually.
- Newly elected officers are provided the time frame to keep available for these interviews when they receive their initial email after the application period ended; as well as the dress code requirements for their interviews. They will be reminded of this time, as well as provided the link for the interview, and dress code reminders, in the Letter Drop #1 email.

- Newly elected officers will enter the same virtual room, in which they will be introduced to the State Officer Selection Committee. The Selection Committee will then be moved into a breakout room, in which the interviews will be conducted. When it is the time for the officer to be interviewed, they will be moved into the breakout room. Once the interview is over, the officer will be moved back to the general room.
- Newly elected officers are expected to remain in the virtual room the entire time. When they are not in an interview, they will be participating in activities that will help them get to know each other, as well as begin the planning stages for their year as a State Officer.
- Interviews may be 5-10 minutes in length.

Step 12: Letter Drop #2

Goal:

- Inform newly elected officers of the position they will serve during their term on the 2021-2022 State Executive Council.

Process:

- Newly elected officers, and their advisers, will be sent an email by 9:00pm, Apr. 15, 2021 that will indicate the position they have received for their term. The email will provide brief information specific to their position, as well as information and a script for the installation ceremony. Newly elected officers are not to share or announce their position results with anyone other than their support group.
- Newly elected officers should familiarize themselves with the script for the Installation Ceremony. They are not required to memorize it, as they will have the opportunity to read from the script as they're
- Newly elected officers will also receive in their email the link for the virtual Installation Ceremony, as well as their dress code requirements.

Step 13: Installation Ceremony

Goal:

- Install incoming SEC into their positions, and publicly announce the newly elected officers positions to the NC FCCLA delegation.

Process:

- Incoming SEC will login to the virtual platform, using the link provided.
- Using the provided script, they will record the Installation Ceremony, with the outgoing SEC.
- The recorded ceremony will be shown ~~during the Recognition Session~~ released on the SLC Platform April 23, 2021.