

BOARD OF TRUSTEES - MINUTES

Oregon Association of DECA
Board of Trustees Meeting
August 10-11, 2012

DATES: August 10-11, 2012
TIME: 10:00 a.m. Friday to 4:00 p.m. Saturday
PLACE: Double Tree Hotel Lloyd Center, Portland, OR

The following Oregon DECA Board of Trustees members participated in the meeting:

Board of Directors Members in Attendance

- Sherril Daniels, Board Chair
- Brycen Woodley, Executive Director
- Ron Dodge, Oregon Department of Education
- Nat Ellis
- Bob Reinhardt
- Reya Nichols
- Siddharth Moghe

Board of Directors Not In Attendance

- Kristen Torkelson, Secretary/Treasurer

Staff in Attendance

- Ryan Underwood, Senior Director (Staff, Non Voting)

Call to Order

Board Chair, Sherril Daniels, called the meeting to order at 10:07 a.m. on Friday, August 10, 2012.

Welcome

To start the meeting off the Board members shared updates on their activities over the summer and since the Board last met.

Approval of Minutes



The Board reviewed the minutes from the October 17, 2011 meeting, December 6, 2011 conference call, and May 31, 2012 conference call. Bob Reinhardt moved that all three be approved. It was seconded. The motion passed unanimously.

Update on Dustin Purnell

It was noted that Dustin has moved to Grants Pass to work at North Valley where he will be the Athletic Director and Assistant Principal. This is a great move for his family and a great opportunity. He will definitely be missed and board expressed its appreciation for Dustin's service on the board and contributions to Oregon DECA. Because of his move Dustin submitted his resignation and will no longer be a member of the Board of Trustees.

Oregon Department of Education Update

Ron Dodge delivered the Department of Education update and report. There is a new chief education officer. Dr. Rudy Cruz. This is a new position and structure for education in the State of Oregon. There is a new deputy superintendent, Rob Saxton. There are additional changes taking place in the Department of Education that are still in flux.

State Officer Team Report

Siddarth Moghe presented the State Officer Team report highlighting the accomplishments of the officer team since the May Conference Call. A two page written report was submitted to the Board of Trustees and Sid walked the Board through some of the highlights including officer participation in the Emerging Leader Summit, Yammer (as an internal communication tool), Monthly Conference Calls, Facebook/Twitter (and other social media campaigns), the online newsletter, preparations for the Oregon Leadership Institute and chapter outreach programs.

Executive Director Report

Brycen Woodley delivered the Executive Director's report. He has been working with Liberty Lacy on the Business Partnership Development project and supporting documentation. He has been working with the State Officer Coach and team to redirect the focus of the officer team and the work they are doing to prepare the officers to be more involved in advocacy and promotion. He also shared updates on DECA competitive events and changes/developments at the National Level related to his service as the Treasurer of the National DECA Board of Directors.

Financial Review/Update

The Board reviewed the Oregon DECA Balance sheet as of June 30, 2012. Brycen responded to questions and clarifications. Brycen shared that the Finance Manager is in the process of finalizing the fiscal year-end financials and preparing the 990 reports that roll up to National DECA. Once those documents are finalized Brycen will share the details reports with the Board of Trustees.



Meeting Minutes

The board discussed the plan for distributing the Board of Trustees Minutes. It was decided that it is important that these be made easily available to chapters so that they can review. The decision is to create a page on the Oregon DECA Website where the Board Meeting minutes will be posted and to then email the advisors to let them know that the minutes are available.

Strategic Planning

Senior Director, Ryan Underwood, led the Board of Trustees in a strategic planning conversation. The Board spent time discussing key items that form our strategic indicators of success. The idea being that if we achieve these key items that translates into success for the organization. The Board will discuss and consider the strategic indicators over the course of the meeting and come back on Saturday at the end of the meeting to identify specific goals.

Chapter of the Year Recognition

Participation in the Chapter of the Year program has been low in recent years. The board discussed the merits of the event and the value of the activities that chapters must complete in order to fulfill the requirements. The Board also noted that the guidelines were outdated and aligned with the old four points of the DECA Diamond.

Sherril Daniels will review the current Chapter of the Year guidelines and make adjustments based on the discussion of the Board and will then present the proposed revisions to the Board. The board also discussed the deadline for submitting the entries and decided it could be moved back to the onsite conference registration to encourage more chapters to participate.

Instructional Areas

Currently Oregon DECA posts the instructional areas for the Principles, Individual Series, and Team Decision Making events after testing at the State Career Development Conference. We do not provide the Performance Indicators. The question was raised if we should continue this practice since it is not done at the International Career Development Conference. It was decided that we would continue to post the instructional areas, but that we would also work to help all advisors understand the purpose of posting them and how to help their students use the information to better prepare for competition.

Professional development at State

Ron discussed the requirements for the use of Perkins funding for advisors to attend the State Career Development Conference. In order to qualify an advisor must spend at least 50% of their time each day (based on an eight hour work day) in professional development and their student to chaperone ratio must be covered completely by chaperones and not require the advisor to meet the chaperone ratio (e.g. if 30 students come the chapter must have 2 chaperones in addition to the advisor so that they comply with the 15 to 1 ratio). It was decided that advisors would be polled at the Advisor Conference in September. If there are at



least four or five advisors requesting it the state will do the work to provide the professional development required to meet the Perkins requirements.

Seating at State Conference Awards Session

The Board discussed whether we should continue seating in rounds at the Grand Awards Session now that there is no longer a meal function in connection with the session. The consensus of the Board was that seating in rounds created a great atmosphere for the students and was an important element of the conference. Brycen will connect with the hotel to check costs and capacities. The board noted that as we grow we will need to consider imposing limitations on the number of guests who can attend and only providing theater style seating for guests in the back of the room so that students have priority seating in the rounds.

Limitation on the Number of Events a Student Can Enter at State

The Board discussed the concerns that have been raised with the number of students competing in three or more events at the State Conference. It is becoming increasingly difficult to manage scheduling conflicts, space accommodations, judge recruitment to cover the additional entries, and processing of results for so many entries. The board decided it was not yet time to make changes and instructed Brycen to do some research on the exact impact of a change.

Impromptu Questions for Candidates

There were challenges with the impromptu question portion of the election session at this year's State Conference. There have been other issues in past years as well. The board discussed the merits of eliminating the impromptu question. Nat moved that the impromptu questions during Annual business meeting be replaced with a 30 second final message from the candidate which can include the candidate asking for the delegates vote. It was seconded. Motion passed unanimously.

Scoring Process at State

The Board discussed the scoring process at the State Career Development Conference and how things might be streamlined to help lighten the load of the scoring room. They are processing a heavy load of results from events in a limited amount of time. Several innovations were discussed and Brycen will work with Brent to implement some changes and find out what else might be done to help the scoring room staff.

Moving up Grand Awards

The Board discussed an advisor request to move up the start time of the Grand Awards so that chapters can get home sooner in the evening on Tuesday. The concern was discussed that results are often only ready just minutes before the start of the session with the current start time. The decision was made that with the previously discussed changes to the scoring process we may be able to speed things along, but we need to see it in practice before changes are



made. The start of the Grand Awards Session will stay where it is for the current year so that we can see if the changes to scoring will allow the time to move the session forward for years to come.

Oregon CTE Student Leadership Foundation

Ryan Underwood discussed the proposal/plans for the funding request that Oregon DECA will make to the foundation. Last year was the first year that funds were received from the foundation. This will be the second year of funding. There will be less funds available this year than were available last year.

TeamTRI Agreement Renewal

The Board held a private session to discuss the services provided by TRI Leadership Resources, LLC as the State Management Team for Oregon DECA. After the closed session they invited Ryan and Brycen back into the room. The Board is interested in continuing the partnership with TRI, pleased with the services, and asked that TRI put together a three year contract proposal for the Board to review with the previously separate agreements for association management and leadership services being combined into one. It was decided that TRI will put together the agreement and then a call with the Board will be scheduled to review the agreement and discuss next steps.

Social Activity at State

The board reviewed the social activity that was held at the 2012 State Conference. The format and idea of doing a leadership adventure session didn't seem to flow well and we need to try something new for the coming year. Alternative plans were discussed. The State Officer Team will work to develop a talent show and Goodwill challenge that will include raffles and activities for the audience as well as larger prizes for the winning acts.

Participation in Special Events

The Board discussed several specialty events (like chapter newsletter and chamber of commerce partnership) that have low participation at the State Conference. It was decided that these events should be discussed at the Advisor Conference in September to get a pulse from the advisors as to why participation is low. If the decision is made to keep these events the submission deadlines will be pushed back to the be onsite so that chapters have more time to participate.

Morgan Stanley Smith Barney Authorized Officers

Nat Ellis moved that Bob Reinhardt be named the Authorized Officer for Oregon DECA and authorized to sell, assign and endorse for transfer, certificates representing stocks, bonds, or other securities now registered or hereafter registered in the name of Oregon DECA as they pertain to Oregon DECA's account(s) with Morgan Stanley Smith Barney. The motion was seconded. The motion passed unanimously.



District Conferences

The Board discussed the need to have a more unified approach to District Conferences and the desire to have a common structure and approach to each. One of the biggest challenges is the time of the local advisor and district officer that go into the planning and organization of the event. There are plans already in motion for this year's conferences. It was decided that the Board would see what progress can be made with the conferences this year and look to next year to implement a more unified structure for the events.

American Express Card

Nat moved that when purchases are made on the Oregon DECA American Express card that are under \$25 that a receipt not be required when it isn't possible/practical to secure a receipt. The motion was seconded. The motion passed unanimously. *(The charge and description are still included on the card receipt and more detail is provided on the monthly account spreadsheet which should suffice in place of the actual receipt).*

Chapter Leadership Tour

Brycen shared with the board steps that have been taken by Oregon FBLA to plan and organize a chapter leadership tour in early September of each year. The intent of the tour is provide a low cost training experience for chapters throughout the state to help kick off their year. The Board felt this would be a good move for Oregon DECA as long as there was room in the budget to cover it. It was decided that the board would see how the finances wrap up for the 2012-2013 school year and consider providing a similar experience for DECA members in September of 2013.

Payment Policy

The Board reviewed a proposed payment/membership policy for Oregon DECA. The intent of the policy is to gather existing policies into one centralized document and to adopt additional policies to address issues that have arisen after previous conferences. The board reviewed the proposed policies relating to Chapter Non-Payment, Late Registration Fees, Refund Policy, Substitution/Change Policy, Membership Policy, and Written Event Cancellation Policy and requested that Brycen made some adjustments. The policies will be sent to the Board for an electronic vote via email. Once finalized the policies will be presented to all advisors at the start of the school year.

OLI Overview

The Board reviewed the plans for the 2012 Oregon Leadership Institute. The format of the event has changed from previous years in response to advisor feedback after last year's event. The event will be held in Bend, Oregon November 4-5, 2012.

Advisor Conference

The Board discussed plans for the Oregon DECA Advisor Conference which will be held September 28-29, 2012 in Portland, Oregon. The conference will include content from DECA's Train the Trainer program as well as best practice, round table, and idea sharing opportunities. All advisors are strongly encouraged to attend the conference.

Strategic Planning

At the close of the meeting the Board revisited the strategic planning discussions from Friday. It was decided that Oregon DECA would focus its efforts in three main areas during the 2012-2013 school year. Those areas are:

1. Membership Recruitment and New Chapter Development.
2. Partnership development work with an emphasis on:
 - a. Securing an event sponsorship for 1st place in each of DECA's competitive events
 - b. Beginning our corporate outreach efforts with presentations from the State Officers to corporations/organizations that could become sponsors/partners
 - c. An alumni outreach effort with a targeted kickoff event at the 2013 State Conference.
3. Advocacy and promotion with an emphasis on increasing the awareness of DECA throughout the State of Oregon and within the Oregon State Legislature including letter writing campaigns and visits/presentations by the state officer team.

Running for National Office

The Board briefly discussed Oregon DECA's National Officer Candidate screening process. It was requested that Brycen put together a new document which outlines the procedures and requirements for students who are interested in running for National Office so that the guidelines and expectations are very clear.

Board Elections

The Board discussed plans for board elections. The new bylaws provide for two year terms for board members. Around the State Conference 2013 there will be elections for all six advisor seats on the Board of Trustees. Three of those seats will be for a two year term and three will be for a one year term so that we can stagger the terms and have three board members go on/off the board each year.

Adjournment

The meeting was adjourned at 1:40 p.m.

