

**Oregon DECA Board of Directors
Meeting Minutes**

**December 6, 2011
Conference Call**

Members in Attendance:	Brycen Woodley	Saurabh Mahajan
	Kristen Torkelson	Ryan Underwood
	Bob Reinhardt	Nat Ellis
	Dustin Purnell	Ron Dodge
	Sherril Daniels	Raya Nichols

A. Call to Order:

Sherril Daniels called the meeting to order at 3:35pm

B. Reports:

State Officer Team Report: Saurabh

- The team attended OLI and enjoyed working with the FBLA team and meeting members.
- President Calls: two calls so far and they are going well.
- Projects: State Officer Candidates Recruitment– at least eight (8) potential candidates have been identified.
- What Not to Wear video: This will go out to chapters before the conference.
- Six chapter visits have been completed, with more on the way.

ODE Update: Ron

- CTE revitalization grant – talk to your regional coordinator, about \$1mil available
- Office is consolidating
- Bright Spots – regional coordinators are nominating programs to showcase on the ODE website.

Management Team Report: Brycen

- **Oregon CTE Student Leadership Foundation:** received the majority of the funding that we asked for. Everybody took a small cut. It is a two year funding cycle, so funds will have to be applied for next year.
- **Progress with Transition & Governance:** US Bank is set up and in place. Checking is at minimum for ongoing expenses. All other funds are in money market to earn interest.
- **Incorporation filing** is done and in place. Last non-profit pieces are being completed and Ryan plans on being done before the end of the year.

Voting:

Kristen Torkelson moved that we give authorization for Rhonda to freely move funds between the checking and money market accounts to smooth the bill paying process. Nat Ellis seconded.

- **Rebuilding the Oregon DECA website:** A newly rebranded and designed site will be debuted soon.
- **Chapter Roster Project:** Brycen and the state officer team are working to update the chapter contact list.

C. Action Items

State Conference:

- **Oxford Suites:** Brycen spoke with sales manager. They have one meeting space available and sleeping rooms.
 - Historical:
 - Chapters have switched on their own to the Oxford without a conversation with Oregon DECA.
 - Rooms tend to be less expensive and breakfast is provided.
 - As a board, last year, we put in a place a policy that all rooms would be booked at Red Lion and any overflow would then go to the Oxford. Schools indicated on their registration if they wanted to room at Oxford and they would be moved in order of registration received, if needed.

- **Banquet:** We are not obligated by contract to have the dessert banquet. By eliminating the banquet we could keep registration at the same price. We would still like to maintain the round table seating and possibly have some activities before the session.

- **Audio Visual:** We have been working with in-house AV for the past five (5) years. We usually pay about \$10,000 per year for use of the hardware and pipe and drape. Red Lion informed us last year that there would be a price increase. They have been giving us about a 50% discount. We will be looking at an outside vendor and bringing in TRI staff to help.
 - Nat inquired about buying equipment. It is expensive, but possibility. FBLA has started buying sound equipment and projectors instead of renting each year and we may be able to split cost with FBLA.

- **CE Allocations:** Competitive Event numbers were presented from DECA. They are using a new allocation model and Shirley Kyle indicated that it would be in place for a while. CE numbers are based on membership from the previous year.
 - We have to be at 2,000 members to gain back the third spot in Written Events.
 - The 2000 number is doable as a two-year goal.
 - Historical membership: 06-07; 2066 members, 10-11; 1338 members.
 - Membership numbers have steadily declined from 06-07.

- **Template Writing:** Shane Thomas, says that template writing is a violation of the Statement of Assurance and results in disqualification. We will make sure advisors understand that it is not acceptable. We will state the policy and show some examples.

- **Dance Alternatives:** Met with advisors at OLI and brainstormed some ideas of fun social activities that could replace the dance. If anybody has any ideas, please let Brycen know.

District Events

- We have some great events, with really good numbers.
- Formalize the events:
 - Registration, structure, budget, dates and location.
- Get feedback from Bob and Mike and get their recommendations.

National President Campaign; Saurabh

List of updates from what the board was asking:

1. Concentrated effort toward outreach and friendships

- a. Chapter pres conference calls have been helpful. Exchanged numbers with all present. Email sent to all advisors wanting to have a chapter visit.
2. Revised campaign platform that was new and fresh
 - a. On page 3 of the report
 - b. DECA across America twitter campaign
 - c. DECA Alumni of the Week
 - d. Teach and promote social media professionalism.
3. Three different budgets and plans
 - a. On page 12 of the report
 - b. Established priorities: Voting delegate packet, banners, lodging/transportation.
 - c. Current - \$13,500 is an ideal
 - d. \$10,000 – not many changes
 - e. \$5000 – campaign can run comfortably
 - f. \$2500 – voting delegate packets is a lower budget – get creative
4. Careful consideration of selection of campaign team
 - a. Campaign staff will sign a contract – lining out responsibilities
 - b. Four (4) staff members with contracts/expectations.
5. Solid first draft completed and ready to share
 - a. On page 6 of the report
 - b. Working with two (2) English teachers and a speech coach.
 - c. Complete revision and will continue to progress.
6. Big push for campaign donations and in-kind donations
 - a. On page 7 of the report
 - b. Creating a data base of local businesses
 - c. Plan 10 fundraising events – have received approval
 - d. Sponsorships – getting ad space and getting word out in local media
7. Secure all letters of recommendation
 - a. Page 19 list of letters
8. State officer duties are still a priority
 - a. Get officer duties done first then candidate

Agreed that Saurahb should continue on.

Partners

Sherril – In the past businesses have been asked to sponsor an event at SCDC or we might get kickbacks for allowing them access to our data.

The Patron Company: Oregon business. The owner's son was a DECA member. They would like to get the advisor contact list.

- Online store front; buy school spirit items, portal so school makes a certain commission.
- Sherril: They have some branded items, most is general merchandise and 20% goes to the school.

Zinch: Ryan – FB for future college students. They have many colleges and scholarships set up. Site gives student a way to show what they have done outside of traditional application process.

- For every Oregon DECA member that joins, our state association would get \$2.
- It does not have to be just DECA members. We can reach out to everyone in the school and as long as they join through Oregon DECA we would earn money.
- Push out to chapters and make it an annual partnership. Promote at State Conference. Light start this year and then increase participation.

Professional Development

- **Have a 45min-1hr webinar** that would be open to all advisors in OR.
- **Advisor conference in Sept:** more professional development. Build on models that have done well in other states.
- **Maybe have sessions at state conference** to conduct training for advisors. Ron: Can you use Perkins dollars? Coming up with chaperones? We have a long way to go.
- Share ideas with Brycen about topics and ways to approach it.

Information/Discussion Items

- Westview has two (2) students that were finalists in H&R Block Personal Finance game.
- Journey's is a new sponsor with stores located in Oregon. Sherril is contacting the Clackamas manager.
- Nat spoke with the regional TJ Max manager and she has committed her staff to being involved in DECA at the local and state level.
- Nat asked if we were going to continue Chapter Awards this year. We usually have two chapters that participate. Good way to sell what you do to administrators. Brycen will ask if anybody is participating in his next advisor communication.
- All scholarships are online and go through DECA. Nothing is turned into the state.
- Chapter of the Year; Nat & Kristen will update guidelines and have them ready for the end of the year board meeting. Yep, that's right!
- MBA Research; regional meeting in Vancouver.

Adjourn: Nat Ellis adjourned the meeting at 5:26pm. Kristen Torkelson seconded.