

BOARD OF TRUSTEES - MINUTES

Oregon Association of DECA
Board of Trustees Meeting
May 31, 2012
Conference Call

DATES: May 31, 2012
TIME: 3:30 PM – 5:30 PM
PLACE: Conference Call

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

Board of Directors Members in Attendance

- Sherril Daniels, Board Chair
- Kristen Torkelson, Secretary/Treasurer
- Brycen Woodley, Executive Director
- Ron Dodge, Oregon Department of Education
- Bob Reinhardt
- Dustin Purnell
- Reya Nichols
- Siddharth Moghe

Board of Directors Not In Attendance

- None

Staff in Attendance

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

ICDC Discussion

The Board reviewed the 2012 International Career Development Conference and Brycen requested feedback from Board Members on things that went well and things that should be adjusted for next year. Bob recommended that we facilitate an opportunity for SMI/LDA/VD participants to meet each other and travel to/from the convention center each day. Brycen will resend the feedback email to advisors that were in attendance. Kristen brought up the need for hall duty each night and Bob suggested that the advisors have a copy of the complete rooming list so that they can help with noise levels and issues in the hallways. That way they know what school the room is from and can reach out to the respective advisor so that they can address.



Brycen suggested we hire a security officer and split the cost with the other states in our hotel to patrol the halls in the evenings to help with curfew checks and noise levels. The Board agreed this would be a good approach. Brycen will research the cost/feasibility for next year's conference.

Results of Foundation Funding/Projects

Oregon DECA received funding through the Oregon CTE Student Leadership Foundation. One element of Oregon DECA's proposal was funding to produce marketing and promotional materials to assist Oregon DECA in building partnerships and support. Ryan walked the Board through some of the marketing and promotional items that have been created. It is a custom branding approach for Oregon DECA that plays off of the CTE theme of CTE Works, so "DECA Works". Deliverables include glossy folders for presentation materials, business cards, post cards, PowerPoint templates, letterhead, and desktop images.

The Oregon CTE Student Leadership Foundation is also working on a unified advocacy effort to combine the participation of all CTSOs in the State of Oregon. The funding for this initiative is separate and apart from the funds that Oregon DECA was granted by the Foundation. The goal of the effort is to help the CTSOs approach businesses and foundations, combine the efforts of the CTSO's so that everyone works together, bring benefits to the potential partners, and avoid conflicts and competition.

Oregon DECA is working on its own partnership development efforts. Liberty Lacy, former DECA Advisor, has been working on the following deliverables:

1. Create a sponsorship packet with an introductory letter, facts/history about DECA, key data on CTE, DECA (we have some stats to use), and secondary education to help make a compelling pitch for funding for Oregon DECA.
2. Need to research and have steps/applications on 10 to 15 foundations or companies with established giving programs that align with DECA's mission that could result in potential sources of funding for Oregon DECA.
3. Need to submit and complete applications/requests for funding to at least two of the foundations/companies identified in #2.
4. Need to get a \$100 per event sponsorship program up and running similar to what Oregon FBLA has done. This would mean getting the program outlined based on the FBLA model and initial efforts to engage chapters and officers in the recruitment effort.
5. Get the wheels in motion for an Oregon DECA Advisory Board similar to what California DECA has in place. We can discuss this in more detail.
6. Work with existing advisors to gather Name, Email, Pertinent Contact Data for 25 Key Alumni to begin building alumni network



Plans for the Fall

Brycen shared with the Board the plans for the Fall. There will be a Professional Development opportunity for Oregon DECA Advisors that will be held September 28-29, 2012 in Portland, Oregon. Brycen will attend Train the Trainer and deliver some of that material, there will be time to share and discuss the new campaigns that DECA is proposing. Funding for the event is being looked into. Sherril suggested that Brycen get the dates out now to advisors, Ron also suggested this because the regional coordinators are putting together Perkins budgets.

Plans are underway for the Oregon Leadership Institute. Brycen will send out a survey to all advisors for feedback on choosing a location. The dates of the event are November 4-5, 2012. We will make some changes to the format of the event with changes to workshops, addition of specialty tracks for new and experienced members and more competition training.

Next Meeting

We will meet on Friday, Aug 10 and Saturday, Aug 11. The meeting will primarily focus on debriefing this last year's State Conference and making plans for the coming year as well as strategic planning. On Aug 11, members will also attend the CTSO Board Training from 9-12 that will be for Board Members of all the CTSO's in Oregon.

