

BOARD OF TRUSTEES - MINUTES

Oregon Association of DECA
Board of Trustees Meeting
June 8, 2013

DATES: Saturday, June 8, 2013
TIME: 9:00 a.m. to 4:00 p.m.
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
- Austin Damron

Board of Directors Not In Attendance

- Kristen Torkelson, Secretary/Treasurer
- Raya Nichols

Guests in Attendance

- Karissa Brown, State Officer Coach (Staff, Non Voting)
- Brandie Clark (Westview High School and incoming Board Member, Non Voting)

Call to Order

Board Chair, Sherril Daniels, called the meeting to order at 9:11 a.m. on Saturday, June 8, 2013.

Welcome

To start the meeting off the Board members introduced themselves.

Oregon Department of Education Update

Ron Dodge delivered the Department of Education update and report. The CTE legislation is still in motion. Bills are going through Ways and Means. The CTE revitalization bill is looking



good. They are just looking at specifics and funding levels, but it is looking good. HB2985 is still in discussion but progressing along (this is the one that would provide state and local funding to CTSO's specifically). Ron shared some quick updates on the ODE reorganization and developments at ODE.

State Officer Team Report

Austin Damron presented the State Officer Team report highlighting the accomplishments of the officer team. A three page written report was submitted to the Board of Trustees and Austin walked the Board through some of the highlights including Program of Work retreat, ICDC, use of Yammer to keep track of project status and cooperative work assignments, use of Google Hangouts for planning and collaboration, social media and publicity efforts, and participation in National programs.

Executive Director Report

Brycen Woodley delivered the Executive Director's report. Brycen shared some printed stats on conference attendance and other accomplishments during the year as well as a 2011-2012 to 2012-2013 membership comparison for all chapters. Membership and conference attendance were up this year which was a great sign for Oregon DECA after successive years of declines. Brycen also serves on the National DECA Board and shared some updates on competitive event, the Executive Director Search with Ed Davis' retirement, and other National DECA programs.

Financial Review/Update

The Board reviewed the Oregon DECA Balance sheet and P&L statements, both reconciled as of May 31, 2013. Brycen responded to questions and clarifications. Brycen also reviewed the financial reporting and 990 process/timeline for Oregon DECA.

Investment Account

Oregon DECA has an investment account with Morgan Stanley. Currently Trina is the only authorized signer on the account and the statements are still going to the old Pringle Road address. The Finance Manager has tried to update the mailing address and inquire about the statements, but only the authorized account representative can do so. For this reason the Board needed to designate a new representative. The board reviewed the "Authorized Persons and Enabling Resolutions for Municipalities and Certain Other Unincorporated Entities" form that was provided by Morgan Stanley. Pursuant to the requirements of the form, Ron moved and it was seconded to make Bob Reinhardt the authorized person for the Morgan Stanley/Smith Barney investment account. The motion passed unanimously with Bob Reinhardt Abstaining.

Sherril Daniels asked that we check with our insurer on whether or not our insurance covers embezzlement, etc. Brycen was tasked with following up and reporting back to the Board.



Fund Transfers

Oregon DECA has both a checking account and a money market account. The purpose of the money market account is to take advantage of interest on balances that are carried from month-to-month. The idea is to keep a base amount in the checking account to cover ongoing expenses and to keep as much as possible in the MMA to accrue interest. Currently, to transfer funds between the two accounts requires an Oregon DECA funds transfer authorization form (this is our process, not the banks). Oregon DECA gains a couple hundred dollars from this each year, but the time spent by the management team and officers of the board to execute the forms really negates that benefit. The Finance Manager requested the ability to move funds freely between the two accounts without the need for the tedious form and all required signatures/process. Again, it was simple to move assets from one Oregon DECA account to another and back again. NOT to move them anywhere else. Bob moved and it was seconded that we allow the Finance Manager to transfer funds between the Oregon DECA Checking account and the Oregon DECA Money Market Account without the need for a Funds Transfer Authorization Form. The motion passed unanimously.

Chapter of the Year

The board discussed the guidelines and process for the Chapter of the Year Award. Currently chapters were not allowed to be recognized as the Chapter of the Year in subsequent years. The board discussed the merits of the current approach and potential changes. The Board also discussed the new guidelines (new as of the 2012-2013 school year).

Ron moved and it was seconded that we remove the restriction on chapters winning the Chapter of the Year Award in subsequent years. Motion passed unanimously.

It was decided that the new guidelines did not need updating and should remain as-is. The Board asked that the officer team and management team work to promote the Chapter of the Year program and create an incentive structure for chapters to encourage more participation.

Limit Number of Events for State

The Board discussed the number of events that students are competing in at State Conference and the challenges that arise when students compete in many events at State Conference. Some of the challenges include space/capacity for so many competitors, recruiting enough judges to cover, students winning multiple awards on stage and opening the opportunity for other students to receive recognition, students qualifying for ICDC in multiple events and the dropdown process that goes beyond Top Ten and into Top Twenty because of students qualifying in many events. The Board asked Brycen to do some research and look at the possibility of limiting students to one Monday event, one Tuesday event, and one (total) written event in addition to their Monday event and Tuesday event. Brycen will report back to the Board via email with the hopes that a decision can be made in time to notify chapters before school starts up again.



Potential Changes to Monday Night schedule at State Conference

The board discussed the ongoing challenges related to the Monday Night social activity at the State Conference. This year we held a game room activity. While the students who attended had a good time and enjoyed the experience there were still many who did not attend and were in the halls of the hotel. The hotel has raised concerns about noise levels and security with so many students roaming the halls. The board discussed lots of potential solutions and options for Monday night.

It was decided that the management team would work on taking the structure from this year's Monday night activity, but changing the location and augmenting the activities so that there was even more to do. In addition to this more communication will be sent to advisors (and communicated at conference to students and advisors) about student's options for Monday night. They will either need to be in their room studying or in the ballroom, but will not be allowed to hang out in the hallways or common areas of the hotel. The board also asked the management team to work on promotion of the activities through fliers and other promotional methods so that chapters know exactly what the Monday night activity will be and can plan for it.

Team Events and ICDC Eligibility

An advisor submitted a question to the Board for Discussion, "If one team member drops do we still allow the other to go to ICDC with another partner?" The board discussed the complexities of the question and had a healthy discussion about the potential ramifications of the decision, impact on other teams who qualified just below the impacted team, judge expectations/wishes, and precedent. The Board clarified the current policy and decided that no change was needed. The current policy is:

For Team Decision Making Events (the events that require a team of two) if a team member from a team that qualifies for ICDC is unable to attend ICDC, the full team loses their slot and the slot drops down to the next team in line.

For all events that are composed of teams of 1 to 3 (EXCEPT for Chapter Team Events) the team that competed at State can drop team members and still compete at ICDC (as long as at least one remains), but cannot add any team members to their team for ICDC.

For Chapter Team Events (because it is considered a chapter event and should involve participation by the chapter anyway) which currently consist of CSP, CMP, EPP, FLPP, LEP, and PRP, changes to the team ARE allowed for ICDC competition (up to a maximum of three total team members) regardless of whether it means dropping teammates, adding teammates, or completely changing the team.



Written Events

The board reviewed and discussed the current process for receiving, storing, and verifying written events. A big challenge we face, due to funding cuts, is that we no longer have a central office in Salem where written events can be shipped/delivered as they were in the past. The board discussed different options and the challenges with each. The decision is to continue with the current process, but to be mindful of the advisor requests related to security of the events. The board also discussed the imposition of a new requirement for written events. When they are dropped off they should be in a sealed container. That can be a sealed envelope if it is only a project or two, or a box taped/sealed closed for larger quantities. All containers must have the chapter name clearly labeled on the outside. These containers will be transported to the written event cataloging/sorting location and not opened until they arrive there.

Another request submitted by an advisor was to include the written events in the online registration system (currently the events are “registered” when received vs. being registered in the online system with other non-written events). The board discussed the current process and history behind the differentiation between the two processes (the one for written events and that for all other events). The biggest concern is that many written events are registered in the online system that don’t end up actually submitting the written project or teams change between registration and when the actual written projects are received and this creates a lot of confusion and extra work. It was decided that the current process would not be changed.

Minimum Competency for Competitive Events

The Board discussed whether we should impose a minimum competency requirement for students to go on stage/qualify for ICDC? The idea would be that threshold score be required (like say 50% or 60%) and if a student/team did not achieve that score they would not be allowed to go on stage or qualify for ICDC. It is not an issue with the top teams ... they are always well above this, but as we get down lower in the Top Ten there are sometimes scores that are much lower. The board discussed it at length and decided not to impose such a threshold. One big concern was the variability of judge scores.

Competitive Event Sponsorships

During the 2012-2013 school year Oregon DECA kicked off a competitive event sponsorship program to find sponsors for the first place winners for our competitive events. As a results we were able to sponsor nine different events. The management team inquired about the feasibility of getting advisors and board members to help expand that count and bring on more sponsors in the coming year or if we should stop pursuing event sponsorships. The Board felt it was important to continue, but not realistic to require advisors to add this on top of everything else they have going. It was decided that Brycen would reach out to Liberty Lacy to see if she was interested in assisting with the competitive event sponsorship as well as picking back up with the sponsorship/development projects she worked on in the 2011-2012 school year.



Theatre Seating at SCDC

The board discussed an advisor request to change the seating at the Grand Awards session at the State Conference from seating in rounds to theatre style seating. The decision was that we should survey advisors and go with the majority decision.

Review/Recap of ICDC

The Board discussed ICDC 2013 in Anaheim, CA. The Board agreed that we should keep the closing state meeting prior to Grand Awards Session as we did this year. The Board liked the new streamlined bumping and intent to compete process which made things happen more quickly and smoothly when transitioning from State to ICDC. Liked the door prizes at the state meetings and raffles and want that to continue. Discussed whether we should increase registration fees to offer a more complete dinner option. Board considered the upsides and downsides of increasing the amount included in the registration fee for the closing state meeting dinner. It was decided to keep pricing in line with what we did this year for that portion of the registration cost and get the best we can for that price, but not increase the price.

The board discussed the ICDC event administrator stipend for the advisors who serve as the Series Director and Assistant Series Director for our assigned competitive event at ICDC (which has been HLM for a number of years). Because these individuals are required to give a substantial portion of their time during four days of the conference they have been receiving a stipend of \$400 each. It was discussed that it is time to increase that amount.

Austin moved and it was seconded that we increase the ICDC event administrator stipend to \$500.00 for both the Series Director and Assistant Series Director. Motion passed unanimously.

State Officer Team Makeup

The Board reviewed the current makeup of the State Officer Team and particularly the positions of Secretary/Treasurer and Publicity Director. These positions had a specific duty and need in the past, but the way the team is currently constituted and the responsibilities of these positions raises the question if they are still the right fit. The board discussed dropping these two positions and instead having two new positions with a specific focus that are interviewed and appointed vs. being elected. The merits of the various approaches and formats were discussed.

Nat moved and it was seconded that we change the position of "Publicity Director" to "Vice President of Public Relations" and the position of "Secretary/Treasurer" to Vice President of Communications and update the corresponding job descriptions for each. Motion passed unanimously.



National Officer Candidates

The board discussed whether a requirement of running for National Office be that the student be a current member of the State Officer Team in the year they are seeking National Office. The board reviewed the past precedence and the merits of being a current state officer and how that impacts their preparation to campaign for National Office and ultimately serve as a National Officer.

Nat moved and it was seconded that we change our national officer candidate policy to require that a candidate for national office must be a current state officer. Motion passed unanimously.

The board discussed an advisor request to allow students to run for office as co-candidates (e.g. run together as a team for the same position). Nat moved and it was seconded that all Oregon DECA officer candidate positions are individual positions and can only be held by one individual candidate. Motion passed unanimously.

Policy Committee

The Board discussed the variety of policies that Oregon DECA has and where they are located. It was discussed that these need to be held in a central location so that advisors/students can be aware of them. Bob moved and it was seconded that we create a policy committee to review and compile a policy and procedure manual for Oregon DECA. The motion passed unanimously. It was decided that Bob, Sherril, and Kristen would be the original members of the committee with additional members added as needed.

Photography

The board discussed whether we should pay a professional photographer to come and take pictures at key Oregon DECA events. Bob presented the work of a DECA alumni and the board discussed the options. The board discussed a few different models including a model where the alumni could promote their photography to conference participants in exchange for taking pictures and providing the pictures to Oregon DECA free of charge. Bob will visit with the student to discuss the options and ask for a proposal and will circle back with the Board.

OCTESLF Liaison

Bob moved and it was seconded that Nat Ellis be appointed to serve as the Oregon DECA liaison to the OCTESLF Board. The motion passed unanimously.

Board Officers

Brycen shared the importance of having at least one Board officer in place for the start of the new Board terms which is July 1. Sherril moved and it was seconded that Kristen serve as the Chair of the board for the 2013-2014 school year. The remaining officer positions will be elected by the incoming Board at their next meeting.



Donation

The board discussed the recent/significant medical challenges faced by Curtis Haley with his brain cancer and treatment. Curtis is an alumni of Oregon DECA and a long-time supporter and participant in the organization. The board wanted to show their support and do something to help. Nat moved and it was seconded that Oregon DECA contribute \$250.00 to the Curtis Haley medical fund. Motion passed unanimously.

Membership Goal

This year Oregon DECA's membership increased for the first time in several years. Wanting to continue to build upon that success the board discussed a goal for our membership efforts this year. It was decided that the officer team's proposed goal was a perfect one. Our membership goal, as a state, for the 203-2014 school year will be 1,550 members.

Adjournment

It was moved by Nat and seconded that the meeting be adjourned at 2:58 p.m.

