

BOARD OF DIRECTORS - MINUTES

California Association of DECA, Inc.
Board of Directors Meeting
Santa Clara Marriott
December 9, 2016

WELCOME & ROLL CALL

Board Members in Attendance

- Michelle McIntosh, State Advisor [ex-officio]
- Mary Whited, Board Chair
- Luke Freeman, Board Chair-Elect
- Christina Charlton, Board Secretary
- Carl Schmidt, Silicon Valley
- Juston Glass, Silicon Valley
- Tami Raaker, NorCal
- Andrew Nelson, SoCal

Board Members Not In Attendance

- Maureen Rankin, Board Treasurer

Staff Members and Guests in Attendance

- Ryan Underwood, Executive Director
- Brycen Woodley, State Director
- Santa Clara Marriott staff, Santa Clara Chamber, and Santa Clara CVB joined to welcome us to Santa Clara and to share their appreciation for our continued business over the years.

CALL TO ORDER

The Board Meeting was called to order at 8:13 a.m. by Chair Mary Whited on Friday, December 9, 2017.

APPROVAL OF THE MINUTES FROM THE PREVIOUS MEETING

It was moved by Carl and seconded to approve the May 2016 minutes. The motion was adopted unanimously.

REPORTS

State Advisor Report [Update from CDE by Michelle McIntosh]

Legislation

Funding for 2017 is secured and California DECA's agreement is ready to begin in January and would run through December 2017. There has been a cut to Perkins this coming year and we won't know until the budget update how/if SB1070 will be able to cover the shortfall in 2017-2018.

CDE Leadership Updates

Donna Wyatt has been hired as the CTE Division Director. She has been in the position now for four months. Michelle has been working with Donna closely on funding, continued support for CTSOs, and getting alignment on CTE+CTSO enrollment. CTSOs being looked at as a college and career ready indicator in the future, tie to classroom would be a very strong element of this. Michelle has put in for funding for the "Teacher Advisor Support" position as a concept in funding. Word would not be received until later in the year, but, its been included.

CTE/CTSO Requirements and Credentialing

DECA is now into the second year of complying with the new policy. Nearly 20 chapters have been lost due to implementation and several aspiring student leaders have been denied running for district and state office and the additional competition slot we had set as a goal is now in jeopardy and further away for ICDC.

The Board shared how continually disturbing it is to have certain CDE personnel communicating informally messages inconsistent with stated CDE policy which is confusing and disrupting CTSO advisors. This has caused DECA growth to slow in certain markets and been a detriment to retention efforts as DECA has been complying with the more rigorous standard while former chapters are joining other CTSOs with older requirements or who are intentionally choosing not to adhere to CDE guidelines like DECA is doing.

Michelle shared that Donna has affirmed that not only is the policy going to stand and be clarified but how to enforce and engage will be part of this as well and how to implement. A follow up letter will be coming from CDE to clarify and is coming through the process. It was also shared that grant funding to non-compliant CTSOs is already being held. And, if there continues to be delays, stalling, or inability to implement CDE could potential remove the charter from the current incorporated bodies and move them to new boards and governance entities who will comply. Verification with CTE student roster and teacher credentials and other requirements are under consideration.

Concern shared by Board of loss of chapters and other CTSOs not complying and that they are willing to meet on behalf of California DECA or as individual advisors/citizens to share perspective and the negative impacts to students and teachers. It was affirmed by Board Members that we are bound in DECA to our value of integrity and are upholding character not just as an education element but as an organizational practice as well. DECA is a leadership organization and teaching ethics and integrity. Our compliance may be hurting us now, but, we're in the strong position that is ideal complying and having already implemented the state constitutional requirement and now CTE requirements makes us even more well positioned for the future.

Changes are expected for SB1070 and Perkins Funding. The concept of CTSO student achievement as a career readiness indicator and "certification" is also part of the discussion. Funding is being clarified that it will only provide additional dollars and flexibility only if the 11 elements are being implemented and achieved.

Management Team Report

- **Membership/Conference Review and Stats**

Participation in DECA continues to be strong with new chapter interest and participation overall. Uncertainty in CDE requirement means loss of chapters and participation in events so the anticipated trend is downward for the first time in eight years, but, still healthy.

ADVISOR CONFERENCE

September 23-24, 2016

San Jose Marriott

Advisors: 49

SO CAL LDC

October 15, 2016

UC Irvine

Chapters in Attendance: 9

Attendance Total: 109

NOR CAL LDC

October 29, 2016

UC Berkeley

Chapters in Attendance: 18

Attendance Total: 209

SV DISTRICT CDC

January 6-8, 2017

San Jose Marriott

Chapters in Attendance: 11
Attendance: 764

SO CAL DISTRICT CDC

January 13-15, 2017
Wyndham Anaheim Garden Grove
Chapters in Attendance: 19
Attendance: 406

NOR CAL DISTRICT CDC

January 13-15, 2017
San Ramon Marriott
Chapters in Attendance: 19
Attendance: 862

2016-2017 MEMBERSHIP

As of December 5, 2016

<u>By District</u>	Students	Advisors	Other	Total
Nor Cal DECA	1368	33	183	1584
SV DECA	1199	28	114	1341
So Cal DECA	1299	48	65	1412
Grand Total	3866	109	362	4337

Brycen shared we need to hit the 4,500 mark in order to keep our fourth slot in competitive events. SV DECA numbers remain solid considering the loss of programs due to CDE policy to another CTSO. SoCal DECA development has almost exclusively been CTE program-based so they are not as impacted as the traditional programs in Northern Cal.

- **Status of SB1070**

All Chapter Grants should be distributed before years end. SB1070 is current and new agreement will be starting January 15, 2017. The 2016 funding will be submitted to the penny with no remaining balances. We for sure have funding for the 2017-18 fiscal year. Funding beyond this point is uncertain.

- **Staffing Update**

Ed Traing has joined the CA DECA Staff Team in an expanded role beyond Anne Marie's previous support, registration, and administration role joining Brycen, Ryan, Trevor, Rhonda and Danielle. Danny Spors this year's Officer Coach will transition to a communications role and Stephen Perkins will report to Danielle in leading the Officer program.

- **Foundation Update**

Colleen Boeder will be helping Ryan and Brycen to coordinate the Foundation. Outreach to Charles Martin has been made to continue advancing this initiative. Colleen was Business Manager to New Mexico CTSOs and has a background in grants, development, economics and business with DECA and our sister organizations. First project for Colleen is the final incorporation steps for the 501(c)3 application separate from DECA's.

State Officer Team Report

The State Officer Team Report was reviewed and accepted by the Board and is located as a supplement to these minutes in the Board Online folder.

ACTION ITEMS**Financial**Review and Approval of 2015-16 year-end Income Statement and Balance Sheet

Significant margin to end 2015-16. Major drivers of financial growth are SCDC attendance and 5,800 students in DECA. SCDC was higher than usual given the location in San Diego and strong negotiation on AV and meeting costs and concessions significantly helped the fruitfulness of the conference. As a side note, California DECA won't enjoy those same rates and concessions for 2017 and with the prospect of losing members/attendees it will be very close to at budget or small loss.

It was moved by Juston and seconded to approve the 2015-16 FYE Income Statement and Balance Sheet. The motion was adopted unanimously.

Review and Approval of the 2016-17 Profit and Loss and Balance Sheet To Date

Cash on hand as of October 31 is \$310,587. Total income \$150,270. Total expense to date is \$51,872. It was noted that it is still only about half way through the year and the most significant revenue and expense items are ahead with SCDC and ICDC.

It was moved by Christina and seconded to adopt the mid-year reconciled financial reports as presented. The motion was adopted unanimously.

990 Group Filing Submitted

California DECA is a named subordinate of DECA Inc. California DECA's report for 2015-16 was submitted on time, received, and approved by DECA Inc. The spreadsheet report is available for review and inspection.

2014-15 Financial Review by Ruboyianes and Company CPA

Annual financial review completed by Ruboyianes & Co. Report normally is presented in May Annual Meeting but our financial practices have improved efficiency and we're now six months ahead of schedule on this report. Board was pleased with the report and all ratios were consistent with similar based nonprofit organization.

It was moved by Carl and seconded to approve the 2014-15 financial review completed by Ruboyianes and Company. The motion was adopted unanimously.

As a reminder, the Board has selected an Audit Committee independent of the Board Treasurer to monitor and oversee our books. All transactions are approved by the Board Treasurer or Board Chair and stored electronically as well as report access available to Board at any time. Audits are completed generally every four years with Financial Review/Study completed each year. Audit Committee selects the independent third party auditor independent of Treasurer and Management Team.

Review and Discussion of Code of Conduct

A chapter submitted a request of the Board to review Code of Conduct and to clarify policy of the State of California regarding male and females in a hotel room at conference able to keep the door open when it is against hotel safety policy. Brycen visited with the submitting chapter's advisor to review what she observed and recommended. Michelle conferred with CDE colleagues on other CTSO policies to gain perspective and insight (some are absolute no guys/girls ever, but, it can be difficult and expensive to enforce; some allow with advisor or chaperone; some local/CTSOs have a "Rule of 3" with three students required to be in the room). Another suggestion was that only students assigned to a room can be in that room. It was requested to make the language clear "must have door open" or "advisor/chaperone must be present in the room."

The current policy is designed to allow for school and district policy as well as educator professional training and special circumstances to be considered and for what is reasonable given various facilities and security situations for conferences.

The Board talked at length about life, health, and safety of our students is absolutely the priority and emphasis above all others along with policies and standards that would bolster and clarify policy. A key issue with this policy is that Code of Conduct cannot just be decided by California DECA alone. CDE, city ordinances (curfews), school districts, facilities, and parents also factor into policies. There are also sensitive cultural and medical conditions that need to be taken into effect including ethnic, LGBTQ, etc. It was suggested that as we work the language, we enhance our policy to share a professional expectation of conference and in-room

etiquette and professionalism. It was agreed to table the final decision until a future Board meeting considering city ordinance, facility regulation, and various school district rules. California DECA's priority is to maintain a safe environment for all students, that educators follow their administrators guidelines and that we update the Statement of Assurance with any language refinements.

Along with this discussion it was noted that the advisor who elevated this policy for consideration violated California DECA Statement of Assurance by directly dressing down students instead of contacting the state, district, or local advisor. Continued training and support of advisors is key.

SCDC 2017

Keynote Speaker Selection

The Management Team submitted the recommended speakers for SCDC. The Board made careful consideration of many factors including venue location between north and south locations. Key for students is some level of engagement, professional accomplishment, and ability to engage audiences with a compelling message. Students need to be excited about the speaker from the beginning given audience size and venue—looking forward to the speaker. Key in the conversation is that this is a replacement for Great America so needs to be extra powerful than we might normally engage.

The Board unanimously agreed on John Beede with Bronkar Lee, and either Julie Carrier or Byron Garrett for 2017. Assessment will be made for future years based on response to this new approach.

Lodging

- Lodging will be at five hotels with 825 rooms secured
- Plaza and Embassy Suites were additional properties secured as Hyatt wanted over \$200 per room over the initial block we have reserved
- Registration will be a blended rate centralized and paid by California DECA with all communication and registration happening in one location. Only one lodging rate will be used even though the rate varies from property to property.
- Dusk to curfew security along walking routes from 6:00-12:00 with additional security provided by off duty police officers during higher traffic times
- A request was made to consider announcing campaign winners during finals ICDC awards ceremony. This conflicts with the goal of beginning Officer Training, Orientation and Transition from the retiring Team to the New Team on the Saturday of conference but will certainly be considered.

Security

Various security options, needs, and costs were discussed for SCDC. With lodging at five location security along the walk route will be key from dusk to curfew. Options for security include security guard company (less expensive); off-duty officers, or actual Santa Clara police officers. Board selected to use 3-5 guards along the route from dusk to midnight and will employ Santa Clara PD for key walking hours to general sessions to manage pinch points and crowd control.

Competitive Events

- Board would like management to consider moving online event result announcements to Grand Awards on Sunday morning to show equal standing of all competitions of importance.
- California DECA had over 1,020 written events submitted. When California DECA was smaller it was possible for all penalty points to be handled by one person which was great for consistency. With growth, penalty points and reports have moved to submission onsite. This has led to advisor accusation that competition staff “lost” reports when we continually find that is not the case and its the advisor who did not submit. Speedy session to review and apply penalty points has led to some inconsistency in application of rules that even changed award standing at the end. Current process floods advisors assigned to written for a day and half of management and scoring. Feedback from judges is important and system requires prompts judge comment online. Will free up at least 2 hours on Saturday for conference. Would be a change from the handling of ICDC, but, DECA Inc is beta testing this concept as well with Collegiate DECA so California DECA could be a fast mover. Cost would be \$1,200 through DLG. Board discussed more of the technical components and tactical application for judges, for students, and for teachers. The Board believes its worth beta testing.

It was moved by Luke and seconded to approve written event submissions to be allowed online to test starting at SCDC 2017 (not District level for this year). The motion was adopted unanimously.

Advisor Check-Ins for State

- Board shared that more sharing with advisors on Remind would be appreciated and wouldn't be a burden.
- Will use Remind App again to communicate with advisors.
- In addition, advisors will be required to give cell phones so we can communicate and text.
- Each night advisors will text in, those who do will be entered into a drawing. Those who do not, will be reported to CDE. Award the first 10 advisors a gift card or other prize.

ICDC 2017

Opening Session will be 2 sessions (split between 2 regions). California DECA will go in the second opening session. No assigned seating for Grand Awards, it will all be open with rolling

awards session based on time competition will be announced. ICDC space exceeds Anaheim venues compared to costs and time.

ICDC Footprint Program Continues but has been modified. Need help with two areas: 1,100 judges and Administrator Day. DECA Inc supports judge management administration. They need volume and references. State President has drafted invite letter for Administrator Day to Superintendent Torlakson. It was agreed that Torlakson's joint letter with DECA was valuable the last time. Moksh will share at Educating for Careers an invite and we'll explore placing invite in the Educating for Careers program to more easily reach California administrators.

Advisor Conference 2017

- Suggested date pattern is September 22-23, 2017 (same as previous years).
- Consider hosting conference in the future in association with SCDC location each year.
- Staff could inquire with prospective speakers for future years to be part of advisor conference so advisors can experience personally.

SCDC Site Selection Discussion 2019-2022

Brycen has continued to lead site selection research for SCDC. Summary is as follows:

- Long Beach is not interested unless we have \$200,000+ in food and beverage
- Los Angeles is not interested from a Convention Center perspective and many hotels have declined on rate
- Riverside declined
- Anaheim Hilton declined based on high Food and Beverage minimums
- Disneyland Hotel will not host on weekends only weekdays
- Town and Country in San Diego would like us back
- Grant Hyatt San Diego declined
- Sacramento facilities are declining but CVB is still working towards it
- San Francisco is a no with minimum \$220K F&B requirement
- Fresno would love to have us
- Santa Clara Marriott has proposed 2020, 2021, and 2023
- Anaheim Marriott has proposed 2019 and 2022 for February dates

Still early in the process, but Board workshopping the issue suggests the following:

- Santa Clara 2017 (already booked)
- San Diego 2018 (already booked)
- Anaheim Marriott 2019 (proposed) February 23-March 3
- Santa Clara Marriott 2020 (proposed) Friday-Monday event (no Hyatt would make difficult to find rooms), Town and Country, Fresno or Sacramento are options
- Santa Clara Marriott 2021 (proposed), Friday-Monday format March 5-8
- Anaheim Marriott 2020 (proposed)
- 2022 Anaheim February 24-27 (proposed)

Brycen will keep us posted on the opportunities and recon. Opportunities may need to be booked by end of 2016.

It was moved by Carl and seconded to approve Anaheim for 2019 and 2020. The motion was adopted unanimously.

It was moved by Carl and seconded to pursue Santa Clara for 2020 and 2021 and shift conference to Friday-Monday format based on availability. The motion was adopted unanimously.

Crisis Management Plan

Initial discussion was prompted from DECA CAM event so we are prepared for emergency eventualities like earthquakes or hostile situations or other scenarios. The Board was asked to secure sample policies and communication strategies from their districts and resources to bring to the next Board Meeting to discuss further. Everyone will do research. Michelle will look at other CTSOs. Mary, Michelle and Luke will head up the effort and best practice plans for the Board to consider.

National Officer Candidate Selection Committee

California DECA has an interested candidate for WRVP. Next step is to form a National Officer Selection Committee. Will take about three hours of time for conference call, debrief and review. Tami, Luke, Juston volunteered to lead this committee.

District Discussion

- NorCal District Action Team Proposal
Vince is very interested in the opportunity and is ready to go. Securing funds from NorCal to contribute some kind of stipend for his volunteer work and leadership of NorCal DAT. The DAT will follow the Mission-Based Officer Position framework.

It was moved by Tami and seconded to and to approve the NorCal DAT. The motion was adopted by NorCal Board Members unanimously.

- Silicon Valley District
District has been hit heavily with loss of 16 chapters and has lost enthusiasm for recruitment until the policy for membership is clarified by CDE. DAT has typically run and operated the LACE conference. Suggestion now is for California DECA to take the leadership of this conference. As for DAT, idea is to perhaps scale back on number of positions on the DAT because it was designed to scale a fast growing organization. With growth slowed, new approach is necessary. SV will go with a single VP for 2017-18 and look at appointment of DAT later.

- Silicon Valley VP on State Officer Team
California DECA will consider the new officer elected in September to the officer Team and the winter planning meeting in January. That will give us a complete officer team for 2017 SCDC.
- 2017 Fall Conference Ideas
Advisor feedback seems like one day event is in high demand. Quick, easy, simple to do.

Board suggested a 1 day event in the North and a 1 day event in the South. Idea of a role play tournament and leadership (mix of competition) and high quality venue (ideally not high school or college campus). Board will want to be clear on program differentiation and which segment of student's advisors should bring.

Staff will pitch concepts for May 2017 Board Meeting. Michelle suggested looking to teachers and students for feedback and survey on what they want (days, program, experience, costs, etc.) And, consider what advisors want to do at a program while students are learning.

Encouragement for Chapters to go to and utilize WRLC conference for a leadership and competition prep session. California is in the rotation every four years with Seattle, Phoenix, and Power Trip managed by National DECA.

NEXT MEETING

Next meeting will be held in Sacramento on May 11-12, 2017 in Sacramento with State Officers joining through the 13th.

ADJOURN

It was moved by Luke to adjourn the December 2016 Board meeting at 2:12 pm. The motion was adopted unanimously.

Respectfully submitted,

Christina Charlton, Board Secretary

December 9, 2016

Date