

BOARD OF DIRECTORS - MINUTES

Board of Directors Annual Meeting
Sheraton Sacramento
May 18, 2013

A. Introduction

1. Call to Order

The Annual Meeting of the California DECA Board of Directors was called to order by Board Chair Mary Whited at 2:18 p.m.

2. Welcome and Roll Call

Board Members in Attendance

- Kay Ferrier, State Advisor [ex-officio]
- Mary Whited, Board Chair
- Carl Schmidt, Board Vice Chair
- Maureen Todd, Board Treasurer
- Tami Raaker, Board Secretary
- Dennis Mifflin, Audit Committee
- Mariam Shafiey, Audit Committee
- Laurie Andrews

Board Members Not in Attendance

- JoAna Sydow

Staff Members in Attendance

- Ryan Underwood, Executive Director
- Brycen Woodley, State Director
- Danielle Tuason, Officer Coach and Development Director

Mary welcomed everyone to the Annual Meeting of the Board of Directors and reviewed the agenda. Mary also shared the retirement of JoAna Sydow from the Board to concentrate on her family and health. The Board shared the appreciation and gratitude for JoAna and her many years of service to California DECA.

3. Approval of the Minutes from December 1, 2012

It was moved by Carl and seconded to approve the minutes of the December 1, 2012 meeting as amended. The motion was adopted.

B. Reports

1. State Advisor Report [Update from CDE by Kay Ferrier]

Kay shared historical membership numbers from CTSOs from 1995-present to demonstrate the tremendous growth across California of Career Technical Student Organizations due in great part to SB70 support. Five out of six CTSOs reported record high membership in 2012-13 including DECA reaching an all-time high of 4,548. Total CTSO membership is 101,676 and has grown by over 20,000 members representing a 20% increase in the last 5 years. Current membership for CTSOs are: FFA with 73,651; SkillsUSA with 7,900; FBLA with 7,724; DECA with 4,548; HOSA with 4,488; FHA-HERO with 3,365. Kay also shared the SkillsUSA Total Participation Plan for membership.

Quarterly reports and invoices are on time and moving forward for California DECA for SB70 which is good news. Next SB70 contract is into contracts with late justification and is projected that it will go through for 2013-14 for one more year of funding in the \$184,000 range. Amendment request for 2012-13 funding was successfully submitted and approved.

Regional trainings for Model Curriculum Standards and modules across California are underway by Yolo County Office of Education.

Concept of the DECA Foundation for California was floated by CDE management and it was encouraged. California FFA raises a few hundred thousand per year for FFA. Alternative funding from public sources is something that California DECA should be exploring intently.

No hope of receiving Perkins funding to support CTSOs in the coming year. Sequestration dramatically impacted CDE and education. A number of layoffs occurred because of the reduction in funding at CDE. So, no AB8 funding and operational support from that source for any CTSOs.

Kay shared that AB1575 will not allow local schools to charge dues for extracurricular or co-curricular activities including DECA. The following is part of a CDE advisory distributed to County and District Superintendents:

"A pupil enrolled in a school shall not be required to pay any fee, deposit, or other charge not specifically authorized by law."

With this regulatory language the State Board of Education made clear that fees are not to be imposed except where specifically authorized by law. This administrative regulation was promulgated based on the authority of Article IX, Section 5 of the California Constitution which provides for a free school system:

The Legislature shall provide for a system of common schools by which a free school shall be kept up and supported in each district at least six months in every year, after the first year in which a school has been established.

In 1874, the State Supreme Court held that this provision entitled students to be educated at public expense.

It was noted that the law does not prohibit all fees, but, that this will require further interpretation. It clearly denotes that membership fees are not allowable for any organization on campus. However, the law does note the following which California DECA and CTSOs will need to seek clarity on:

The prohibition on “pupil fees” as defined above does not prohibit imposition of a fee, deposit or other charge otherwise allowed by law. (EC Section 49011(e)). The legislature has passed a number of laws authorizing specific fees. Schools may, but are not required to, charge the following fees:

Materials and Equipment: *Reimbursement for the direct cost of materials provided to a pupil for property the pupil has fabricated from such materials to take home for his/her own possession and use, such as wood shop, art, or sewing projects kept by the pupil. (EC Section 17551.)*

The question here would be if it would be allowable to charge for DECA competition materials which the student can take home and use for their personal reference?

Transportation: *Fees for transportation to and from school, and transportation between school and regional occupational centers, programs or classes, as long as (1) the fee does not exceed the statewide average nonsubsidized cost per pupil; (2) there is a waiver provision based on financial need; and (3) fees are not charged to pupils with disabilities whose Individualized Education Program (IEP) includes transportation as a related service necessary for them to receive a free appropriate public education. (EC Section 39807.5(b))*

The question here would be if it is allowable to charge ground/air transportation, meals, lodging, and registration for DECA events.

Field Trips. *Fees for field trips and excursions in connection with courses of instruction or school-related social, educational, cultural, athletic, or school band activities so long as no pupil is prevented from making the field trip or excursion because of lack of sufficient funds. (EC Section 35330(b).)*

The question here would be if it allowable to place non-financial eligibility requirements as a condition. For example, if a student competed locally and qualified to advance in DECA competition, would that be allowed to charge a field trip fee; or, does every student have to be allowed to participate. For example, could chapters require a certain GPA, attendance, or participation in DECA activities as a condition of being eligible to attend a field trip?

Specialized Examinations: Fees for Advanced Placement and International Baccalaureate Diploma examinations for college credit, so long as (1) taking the exam is not a course requirement and (2) the exam results have no impact on a pupil's grade or credit in a course. An LEA may fund all or part of the cost of the AP test fee for an economically disadvantaged high school pupil or the IB test fee for a low- or middle-income pupil. (EC Sections 52240-52243; 52920-52922.)

Much of the DECA experience is based around competitive events and "specialized examinations." The question here would be to see what it would take to get CTSO competitions included in this fee interpretation.

Overall, AB1575 represents a pretty dramatic change to the way CTSOs and DECA operate in California. More study and investigation will be required.

SB660 appears to protect CTE funding. SB67 and SB660 was highlighted as legislation involving Career Technical Education that the Board and stakeholders should look into further.

2. Financial Report

a. Financial Reports by District

Financial reports were submitted for each DECA District. As of the last reconciled period:

- Total assets of SoCal DECA equals \$21,426.07
- Total assets of Silicon Valley DECA equals \$24,486.62
- Total assets of NorCal DECA equals \$48,558

b. Financial Reports Consolidated for the California Association of DECA

Income Statements and Balance Sheets were presented for California DECA as of April 30, 2013. Total Assets equals \$275,700 with Total Liabilities of \$95,918 with \$190,727 cash on hand. The large amount of cash on hand at this time of the year is due to receipt of income for DECA ICDC however the hotel costs have not yet been received from the Disneyland Hotel.

c. Status of Independent Auditor Report

Mariam reported on behalf of the Audit Committee that the 2011-12 audit was 25% complete and expected for completion in Mid-June. So far the audit is looking very encouraging and the auditors have requested additional information from our

management team who has been providing this information and copying the Board Chair on communications. When the audit concludes, the auditor will provide a draft audit for review and organizational response. The draft audit will also include meetings with the Board Chair and Treasurer as well regarding procedures, accounting controls, etc. Kay requested the original audit request submitted to the auditor showing the things we asked them to look at.

d. Independent Accountant Report on Financial Study of California DECA 2011-12

The Audit Committee presented an independent accountant study of California DECA 2011-12 financial records. In lieu of the expense of an annual audit or examination, this study of California DECA finances will be conducted each year as an addition measure of oversight and independent inquiry into our financial procedures and reports.

The main objective of this study is verification of accuracy of financial work and mathematical review of financial reports and bank statements to detect any differences between financial instruments. Should a difference be found, it would then trigger further exploration of financial management, accuracy, and potential issues. The report is not an expression of an opinion on the financial statements or management or Board oversight, but rather a study to assist the Board in evaluating balance sheet and profit and loss statements.

Our CPA/Insurance Company Ruboyianes and Company who specializes in CTSOs conducted an analysis of bank statements, reconciliations, and general ledger balanced. Five studies were conducted and no difference between analyses of statements was found.

The items reviewed included: review of customer accounts, trial balance of accounts payable and general ledger which showed no difference. Vendor account balances and resultant totals balanced. The American Express credit card statements and reconciliations compared with card balances and general ledger account balanced. Retained earnings in comparison with the profit and loss statement found no difference. Review of bank statements and bank reconciliations and cash balance reported showed no difference.

3. Management Team Report

a. Membership

Comprehensive membership reports were submitted for review by the Board including comparisons between 2011-12 and 2012-13. California DECA recorded significant growth again with a membership increase of over 1,000 overall. Statewide membership grew from a record 3,524 to a new all-time record of 4,547 or a 29% increase.

NorCal: Membership grew 14.22% to 2,144.
Silicon Valley: Membership grew 51% to 1,762.
SoCal: Membership grew by 28.8% to 626.

Carl requested that we take the individual chapter membership information off the California DECA website because other organizations were using it against us to try to block growth efforts or use our membership list to target their new growth efforts.

b. Conference

Detailed conference attendance reports were shared for 2012-13. Great growth in participation across most every event held this year. Specifically:

District LDC/LDCEC

SoCal 43
SV 410
NorCal 216

District CDC

SoCal 171
SV 820
NorCal 848

SCDC

SoCal 171
SV 858
NorCal 886

SCDC attendances reached all-time high of 1,915. This is nearly a 2 ½ times larger than we were in 2008.

ICDC

SoCal 41
SV 209
NorCal 177

Total ICDC attendance was 427 and represented the largest attendance in CA DECA history at this event.

It was noted that the DECA University program as well as chapters like MLK hosting mini-conferences might be affecting participation in LDC events in SoCal and NorCal and

the board posed the question of whether these events are still needed or if new approaches should be considered.

California DECA will host the Western Region Leadership Conference in 2014 with the theme "GO DECA!" Website and promotional material will debut November 2013.

ICDC 2014 will be held in Atlanta. This will likely be National Executive Director Dr. Ed Davis's final conference.

We are near the end of the six year contract for SCDC locations signed with the Marriott. RFP and site selection process are underway. A report will be presented on findings at the December meeting for board review and action.

c. Status of CDE Contracts (SB70 & AB8)

AB8 operating funds will conclude December 1, 2013. Billing is current on these contracts as of May. Additional invoices are prepared and will be submitted in June, September and November.

SB70 contracts noted 3 of the 4 quarterly reports and invoices being submitted. The most difficult part of invoicing is ahead. CDE has grown even more rigorous in their review and documentation requirements. Kay and Ryan are looking at ways to spend the funding support in easier chunks. This contract ends in June with a new contract starting in June for 2013-14. The contract for 2014-15 will begin writing in November/December.

d. Staffing Update/Change of Address

Ryan clarified the addition of Danielle Tuason as the new state officer coach. At the last Board meeting we had moved to put her in a role to help build membership. Since membership development and officer training can go hand and in hand, and based on Danielle's experience as a leadership coach, it made sense to utilize Danielle in developing officers to assist with membership objectives.

We will be having some changes on staffing in a year or so including:

- Josh Mac Fawn our longtime webmaster (responsible for web solutions, web page, mobile apps, etc.) will be pursuing his masters degree in the medical field. Management will be working on website updates and design refreshes over the summer.
- Becky our judge, exhibitor, and advertising coordinator will be moving to Italy. While she will still play a limited role on state conference judge recruitment, her role as resident agent for California DECA will no longer be an option. It was suggested that we move our corporate address to Danielle Tuason in Costa Mesa and it was noted

that we need to obtain a business license in order to setup a PO Box and address change to the city that wasn't required in Ridgecrest.

It was moved by Dennis and seconded to change our official address to Costa Mesa effective immediately. The motion was adopted unanimously.

Ryan and Kay will work together to complete the official change of address forms needed by CDE so that contract funding flows to the correct address.

e. Preliminary Calendar

The preliminary calendar for 2013-14 was presented. An addition to the calendar is August 12 for NorCal Advisor Conference and the Business Plan workshop in December is cancelled.

It was moved by Dennis and seconded to approve the 2013-14 calendar with amendments noted above. The motion was adopted unanimously.

4. State Officer Report (Saturday Morning)

The State Officers shared their 2013-14 State Officer Report (March-May 2013). They also shared their three primary goals for the year which are Retention, Growth, and Advocacy.

Danielle shared the research that has been done so far to identify target school with an emphasis in SoCal. Maureen requested that we communicate updates and share the message that is being conveyed so we are all being consistent with our brand message.

The officers did a great job representing California DECA's membership and the Board especially applauded their efforts with State Superintendent Torlakson. More advocacy events are planned for the DECA Emerging Leader Summit in Washington, DC and throughout the year.

C. Action Items

1. Advocacy

Review of current and potential impact of funding sources for CTE and CTSOs:

- a. AB 8: This contract with CDE ends December 1, 2013 as previously reported. SB70 for 2013-14 has been increased slightly to help with this shortfall, but, alternative funding for staffing and administrative expenses needs to be explored.
- b. SB 70: There will be funding for 2013-14 and likely for 2014-15. It is important to continue exploring alternative funding sources while we do still have some funding in place from CDE.

- c. Carl Perkins: Sequestration has been very difficult throughout federal and state government and especially felt in California and in CTE. Funding is up for renewal and it is uncertain as to when Congress will act to renew and/or increase Perkins funding. It was recommended that we find out who is in control of Perkins funds at the local level to ensure DECA is included as an allowable and planned use of funding.
- d. AB 1575: This is the court required legislation regarding charging of pupil fees. Kay distributed to the Board the CDE financial memorandum to County and District Superintendents clarifying authorized and prohibited fees that may be charged. It specifically prohibits the charge of membership dues at the local level for any organization. It kicks in officially July 1, 2014. We have this year to get our game plan together for new membership funding/replacement models. It was noted that some districts were already taking action or were anticipating taking action in the coming year.

Dues represent a base of \$30,000 in revenue for California DECA and another \$30,000 for National DECA as well. Brycen has been in conversation with Dr. Davis on how other states have handled these kinds of issues. It is acknowledged that most states have not run up against a State Constitutional challenge like this and traditional advocacy methods to get AB1575 do not seem available. So, a fundamental reworking to the approach will be required. While National DECA did not have ready solutions for us, they recognize California's growth and contribution to the overall association and are willing to consider and work through scenarios and solutions.

The Board reviewed a few different models for to replace membership as a core source of income. Kay shared the SkillsUSA Total Participation Plan Fee Schedule. This essentially charges an "Affiliation Fee" based on a pre-set range of students (e.g. Up to 50, 51-99, 100-150, etc.). There is a base affiliation that ranges between \$225 and \$11,555 for an entire school district. Then a materials fee is added between \$3.95 and 5.00 for student workbook, their Professional Development Plan or other approved educational resource. There is an additional charge of \$14.00 for Professional Dues for teachers and \$5.00 state dues per professional. You then arrive at a total school. SkillsUSA requires at least one Professional Member registered per occupational area within each school.

Ryan and Brycen presented a draft concept for a DECA Chapter Learning Site License for DECA chapters. The goal would be to keep things simple and straightforward for schools while also increasing brand value and perception for customers. The concept is a simple \$500 per chapter fee that allows access to a variety of materials, resources, and eligibility to attend conferences/events and receive other programming.

It was noted that some caveat would need to be included to prevent chapters from signing up every student in the school which would thus devalue the DECA brand if students are being counted that don't even know they are in DECA. The other element would be working with nationals to determine how we would pay for that number of students dues. The concept has merit in that it makes classroom integration easier (everyone is in) and would increase DECA competition slots, voting delegates, academy slots at ICDC, etc. And, it would need to be determined if chapter grants from SB70 could pay this kind of site license. It was suggested that perhaps a "range" be added to this with a sliding scale to accommodate more students but not lose funds. This model also would increase conference registration at each CA DECA event to cover the shortage in dues. Another option would be to increase professional membership fees to \$32 and getting students to recruit additional professional members.

The Board will continue to study options and Kay will inquire with CDE on interpretations of the Directive to schools. Additional solutions will be needed.

e. Governor's Budget

2. Open Bidding Process for California DECA Management

a. Review of Posting

The Board prepared the list of services that the association manager provides as well as the component services like web, coaching, finance, etc. The Board prepared a comprehensive RFP posting and noted that bidders could apply for the management piece only or any optional pieces they have the skill to conduct.

b. Process for Review and Timeline

Discussion was made to add additional time for application submission to ensure the broadest possible distribution. The posting will be made to the California DECA website and distributed by CDE as well as notification to national organizations like DECA and FBLA. Posting will go up May 24 and applications will be due by June 24. Applicant interview would be by invitation after the Board has reviewed applications. Intent to award contract would be made by July 8 with an ideal start date of August 1. Mary and Carl would review and screen applications. Board conference call would be held on July 17th at 9:30 AM to review results.

3. Future of California DECA

a. Assessment by CDE Representative

Kay shared that she was really proud of CA DECA. That it is an incredible organization and that it was using all its funding and resources. Two big needs as we look ahead are: Need to expand advocacy and developing alternative/increasing resources.

It was suggested that we increase resource development have a strategic advocacy effort and to make an effort to work with other CTSO's collectively as we do. For example, we could put resource online for Entrepreneurship as a career pathway on the California Resources Network. Perhaps we could have a foundation pay for the underrepresented kids. There was also some discussion as to how we might be able to include Virtual Enterprise into our conferences or even see if there is an opportunity to collaborate. Laurie volunteered to show them how DECA aligns with their program (since she has had experience with VE). We will contact them and at least begin some discussion. There was also some discussion on what value teachers are getting from the \$795 VE fee that each school pays & Laurie felt that the web resources were extremely beneficial. We talked about the idea of building our own web tools. Ryan suggested that perhaps as a condition for an SB70 grant, teachers could provide a lesson plan. Laurie suggested that we have lesson plans on how to incorporate our DECA projects into the classroom. Kay suggested some resources to look at - California Partnership Academy, CTE Online, CASN, UCCI

Advocacy

When called to push for CTE and CTSOs that we respond. What we did during campaign for Superintendent and as he arrived, we were known, and branch manager knew what to do. Totally different and improved environment from the very beginning. Be ready to look at how the organizations can work together to advocate and message together. SSPI actually presented to Targeting elected officials and stakeholders needs to be part of our regular work. Increasing resource development is going to be key to sustaining and continuing growth of DECA.

Reach

Current DECA is very event concentrated. Moving to more of a packaged value proposition for teachers and students.

Example, Cal-CERN provides resources sponsored by CDE to help youth get career insight. Heavily used. Nothing on that site about entrepreneurship. Great opportunity for CA DECA to get to CDE to upload and make available. Another idea is presenting to Irvine Foundation and similar bodies about contributing for underrepresented students and getting creative and wider engagement. Need to show our value and increase

resources. Virtual Enterprise could be an interesting partner and group to connect with. We had reached out to them at the state and national level, and re-igniting those conversations might be well timed. Laurie, Brycen, and Kay to setup a meeting with Polly.

Packaging DECA Competitive Events as classroom lessons with PowerPoints, activities, learning objectives, resources that help teachers add DECA events more easily to the classroom experience and lessons plans.

b. Review of California DECA Strategic Indicators

Reviewed strategies from 2009. Overall we have been very successful organizationally in increasing marketing, financial stability, and quality programs.

Ryan will organize list and add progress points on items. Board will then identify items to continue, to refine, to make more specific, to stop doing or pause. The Board will need to develop Include authentic measures with no fluff and more specific and tangible goals and metrics. Board wants to review this process annually. Specific items to add/change to strategic indicators include:

- Organizing marketing indicators according to government outreach, media, partners, ensuring state officers are engaged, as well as District Leadership.
- Partnerships and alliances with industry groups
- Professional image
- Entrepreneurship resources for youth and schools
- Resources for advisors (back to school binders)
- User friendly web resources and increases to web traffic
- Mentorship of new advisors
- Certified DECA Advisor program
- Internship opportunities
- Development of “Leave Behind” materials after meetings and visits
- Developing core messages that officers, board, chapters, and everyone uses and is trained on
- Custom web templates for chapters to be able to use in increasing the value and marketing of their local school
- Answering the question “what is DECA going to do for my school?”
- Securing quantified data that proves or suggests the direct benefits of DECA operating at a school
- Development of a Fact Sheet to distinguish FBLA, DECA, Virtual Enterprise and other substitutes/competitors
- A “now what” document for after a chapter has made a buying decision to start a DECA program

- Need to look at a better start up kit with steps to take that board/staff/officers can coach teachers and students through

This will be prepared and reviewed at the annual meeting with specific accomplishments noted, identification of resources needed to pursue priorities, and goals established.

c. SWOT Analysis of the California Association of DECA 2013

<p>Strength</p> <ul style="list-style-type: none"> • Management Structure • Growing Membership. Largest in history. • Achieved 4th slot for competition (more opt) • State Advisor only assigned to DECA • Still receiving state support for near future • Unified brand/identity • Year’s financial reserve achieved • Dedicated alumni • Included in Model Curriculum Standards • Build out of a new District after shrinking • Quality of State Officers • Success in Competition (WE WIN) • Positive advocacy efforts (Supe, Legislative) • Experienced Board • Growing Conference Attendance 	<p>Weakness</p> <ul style="list-style-type: none"> • Advocacy • Alumni Connection • What does “DECA” mean and wide scale brand recognition • Brand disparity • Not “user friendly” • Access to valuable resources • Recruiting and retaining advisors • DECA membership heavily concentrated in a few key geographic areas • No concentrated and organized advocacy program
<p>Opportunities</p> <ul style="list-style-type: none"> • Virtual Enterprise • Larger role in Youth Entrepreneurship • Industry Relationships • Partnership websites, references, and sourcing of DECA • UC Systems • Stories of Members achieving • CDE funded resources that will bolster DECA • Growth in SoCal • Great track record for our advocacy 	<p>Threats</p> <ul style="list-style-type: none"> • Perkins/AB8 operating is ending in November 2012 • AB1575 impact to dues structure • SB70 ending in 2014-15 year • CTE funding from federal and state sources uncertain • Encroachment by other CTSOs • No Administrator Mandate for DECA • School District Policy that interferes with DECA program operations, logistics, etc.

d. Visions, Values, Culture

Carl mentioned as a state organization we need to make a decision on what kind of organization we want to be as a state. For example, SV is concentrated on competition. Mary contributed that she feels we need to be sharing the whole DECA package. The

key concept is to get unified on the state message. Tami suggested that we utilize the DECA, Inc. values and branding more strongly as a state. Dennis talked about the importance of taking those and going deeper and wider so that strength comes from beyond one area or chapters.

e. Target Markets

- i. Schools
- ii. Students
- iii. Industries
- iv. Trade Associations
- v. General Business and Community Organizations

These items will be addressed at the next meeting in terms of specific targets.

f. Strategic Plan

The strategic plan needs to involve replacing approximately \$375,000 in economic value from the loss of state/federal funding as well as impact from AB1575 eliminating local school ability to charge dues.

Two areas of value voiced by Boards could involve both internships and opportunities with real industry as well “California experiences” (e.g. Entrepreneurship Camp at Stanford; Fashion Experience at USC; etc.).

It was suggested that we consider marketing some of the things we are doing already like internships, business boot camp (SV).

Develop concept of “Partners in Marketing Programs”

g. Government Relations

Current advocacy will continue while expanded ideas are developed.

4. California DECA Board of Director Operations

a. Policies/Organization/Procedures/Systems

This was moved to the next meeting.

b. Performance Evaluation Management

- i. Measures
- ii. Interim reports
- iii. Annual report

These items were moved to the next meeting.

c. Role of Audit Committee within Board of Directors

When Clay finishes the audit, the Audit Committee will contact him and report back. The Audit Committee will contact him and report back.

d. Open SV Board Position(s)

There are two open SV positions. The expectation from bylaws has been that we are looking for someone with four years of experience as an advisor. There is no one that can currently fill that position but should have someone for next year.

e. Board Chair, Secretary & Treasurer Elect positions for 2013-14

Board Secretary & treasurer positions are open as of July 1, 2013

It was moved by Dennis and seconded to approve the slate of Board positions, as stated below:

- 2013-14 Board Chair Elect Mary Whited
- 2013-14 Board Secretary Tami Raaker
- 2013-14 Board Treasurer Maureen Todd

The motion was adopted unanimously.

f. Review of Corporate Bylaws in 2013-14

These items were moved to the next meeting.

5. Membership Strategies

a. New Membership Model Concept in Response to AB1575 Requirements

This was addressed earlier in the meeting. The additional item added here was the State Officer Team developing a resources/PR kit for chapters to assist in soliciting corporate sponsors. This would include presentations, promotional/materials, sponsor certificates/recognition, etc.

Brycen will talk with Danielle on feasibility and timeline for something like this. Ryan will develop talking points/fact sheet on funding needs due to costs we have experience so that Car/Diane/Bella can talk to Assemblyman Fong.

Membership

Detailed membership reports and comparisons were submitted for Board review. Danielle reviewed the membership development plan underway primarily targeting SoCal membership outreach in a 5 county area. Danielle and Brycen confirmed that at current implementation of the plan and response to outreach efforts that the target of five new schools in SoCal by November was on track.

Brycen will send Laurie a list of schools so she can help identify which chapters are ROP so we can begin tracking membership more closely between private, charter, comprehensive, academy and ROPs.

6. Conferences

a. Conference Attendance and Results

Conference attendance reports were submitted and referenced in the management report section of the meeting. In addition performance at ICDC has made steady progress and improvement. Over 300 students were recognized at some level by National DECA which is an increase from 200 in years before. California has increased from third overall in competition to second within all of DECA. California has maintained its standing as the top competitive state per capita in the nation. Board shared disappointment at ICDC in Thrive Academy in terms of content. Brycen will share concerns with National DECA

b. Discussion: Issues associated with growth/decline

Need to increase the number of judges overall.

Had the discussion of having advisors work longer to ensure that inexperienced event managers are partnered with a more seasoned teacher.

Need a more thorough event manager training. It was also discussed that one advisor work with the same judges all day and that will likely mean going to running role play 1 in the AM and role play 2 in the PM (like Nor Cal does).

Kay suggested that we have a judge template for feedback. I.e, area for improvement, area of strength. Need to mic judge's training.

c. Discussion: Future evaluation by ALL conference participants

Ryan suggested that we seek feedback from students/judges/advisors/administrators on how the event was run. It could potentially be linked and available to do the survey online from your phone. Brycen will create a survey to solicit feedback, hopefully that we can access electronically

7. Advisory Boards

- a. Alumni: We have incredible alumni doing fantastic things educationally and occupationally. Carl volunteered to spearhead an effort to establish some California DECA based alumni efforts at institutions where there are concentrations of members. An email should be developed to send to local advisors about this concept as well.

- b. Industry: This needs to be a continuing concentration with Board members meeting with the Advisory group. Suggested that we go back to our districts and find candidates that would be good fits for DECA California Advisory Board and submit to Ryan and Brycen for follow up.
- c. Legislative: Engagement of state and federal elected officials needs to continue to be a priority. It was noted that the DECA CAB was designed to have a standing committee for alumni and for legislative. More emphasis needs to continue here.

8. District Financial Processes

a. District Administrative Procedures: NORCAL/SOCAL/Silicon Valley Processes

According to the feedback from December, Brycen made some revisions for us to review. Nor Cal Treasurer will need to adjust to the new procedures.

It was moved by Carl and seconded to approve the District Administrative Procedures as presented. The motion was adopted unanimously.

b. Ability to directly transfer funds between Nor Cal/So Cal/SV district accounts and CA DECA account vs. check request and deposit approach.

Would also necessitate a move of the Nor Cal accounts to Bank of America.

It was moved by Laurie and seconded to authorize the Finance Director to transfer funds between CA district and state accounts with approved funds transfer authorization form. The motion was adopted unanimously.

c. Transfer to money market

It was moved by Dennis and seconded to authorize the Finance Director to move funds between money market accounts and checking account within respective district and state accounts without the need for a funds transfer authorization, with the intent of maximizing interest earnings. The motion was adopted unanimously.

9. Competition

a. Official board policy on whether we allow students to complete in events that take different exams at State

Discussion was made to allow students to take multiple tests to allow students to compete in a series event and a written that take different tests. It was moved by Laurie and seconded to remove the restriction on students ability to compete in two events that take different exams. The motion was adopted with 5 yes and 2 no.

b. Official Board policy on whether we allow adults (especially alumni) to share rooms with students in hotels at conferences

Discussion was made that it can no longer happen but some provisions were suggested like CA DECA helping to coordinate rooms for alumni that are not running events or paying for rooms for alumni that are contributing a significant amount of time (multiple days of serving).

It was moved by Carl and seconded that the official policy of CA DECA is to ensure that students are lodged only with other students. Alumni, advisors and chaperones are considered adults and will be housed separately. The only exception will be a parent/guardian and their child with no one else in the room. The motion was adopted unanimously.

c. Recognition session back in schedule on Saturday of State, allowing time for chapter dinners? No dance???? Ultimate need is more time to process results.

Get rid of the reception. Will save costs/time and also allow us to go to chapter dinners with our students/alumni.

State officers shared their thoughts and they are in favor of a dance (or some other form of entertainment that meets our budget and timeline.)

d. Moving written events to Saturday and Series Events to Friday –ultimate need is more time to process results

e. Penalty Point Process for Written Events (who will manage?)

Dennis offered to manage temps at State.

f. Manger's guide for running events at Districts and State (advisor stipend?)

Create a how-to guide for event managers (\$500 stipend will be paid). A draft should be submitted for Board Review and then any additions/corrections made.

It was also suggested that the judge's instructions be aligned so they knew what to expect from the day and from the event manager.

Ask State Officers to create a video that we could link and send out to judges with their confirmation, that would orient them as to what to expect.

Carl moved and it was seconded that we hire someone to create the event managers training guide and the judge's instructions (aligned with the event managers guide) for a \$750 stipend. The motion adopted unanimously.

g. Chapter Awards Program (CAP) for 2013-14

Laurie & Tami worked to align CAP with the membership campaigns so our efforts locally will get us national recognition, as well.

h. Competition Training Plan for Atlanta for ICDC 2014

People providing training break outs needed more structure on what the desired format/outcome is to be.

Need to go to a ½ day format, possibly kick it off with the State Meeting.
Try to get in speakers that bring value (former winners, from other states, if possible).

Create a Legacy Project - Video tape our International Winners (1st – 3rd) to use as part of our CA DECA training resources & send to a (committee to be established with 1 member from each district). Acknowledge their contribution on the website.

Officers recommend a CA DECA competitor uniform and select and purchase the gold ties so they all match (with khaki pants, white shirt, black shoes & black belt and let kids know now so they have plenty of time to acquire). Mary appointed Carl to serve as Committee Chair and Board approved.

10. Location for Advisor Conference for 2013-14

Dates will be October 4-5, 2013. Brycen will look at pricing/availability for San Jose Marriott.

11. Next Meeting:

Next meetings would be selection meeting to review management proposals. Next meeting would normally be in September for a conference call. Brycen will send a note in August to begin working on dates.

D. Information/Discussion Items

E. Adjourn

The annual meeting of the California Association of DECA, Inc. was adjourned at 3:00 p.m.

Respectfully Submitted,

Tami Raaker, Board Secretary

May 18, 2013

Date