

# BOARD OF DIRECTORS MINUTES

California Association of DECA, Inc.  
Board of Directors Annual Meeting  
Sacramento, California  
May 15-16, 2015

## Welcome and Roll Call

### Board Members in Attendance

- Michelle Oliveira, State Advisor [ex-officio]
- Mary Whited, Board Chair
- Carl Schmidt, Board Chair-Elect
- Maureen Rankin, Board Treasurer
- Tami Raaker, Board Secretary
- Mariam Shafiey, Audit Committee
- Luke Freeman

### Staff Members in Attendance

- Ryan Underwood, Executive Director
- Brycen Woodley, State Director

### Unable to Attend

- Dennis Mifflin, Audit Committee
- Laurie Andrews

## Call to Order

The Board Meeting was called to order at 9:35 a.m. by Chair Mary Whited on Saturday, May 16, 2015.

## Board Member Resignation

The Board acknowledged the retirement of Laurie Andrews from the Board. Laurie reported that while her heart is with DECA and that she would love to continue serving, her family commitment and obligation is such at this time that she must concentrate all her time and attention there. The Board recognized her outstanding and many years of service to the Board of Directors and all of California DECA.

### Approval of the Minutes from December 2014

It was moved by Carl Schmidt and seconded to approve the minutes of the December 2014 meeting as amended. The motion was adopted unanimously.

## Review of Reports

### State Advisor Report [Update from CDE by Michelle Oliveira]

Michelle submitted a printed report from CDE outlining key initiatives, projects, and updates.

Highlights of the State Advisor Report include:

#### Personnel

- Cindy Beck continues serving as the interim CTSO Manager and Interim FBLA State Adviser as well as leading HOSA.

#### Program:

- The **Business Education Leadership Project (BELP)** contract that serves the Business and Finance and Marketing, Sales, and Services Sectors is being housed at the Placer County Office of Education. Molly Anderson, a former business instructor is serving as the BELP Coordinator providing standards training, CBEA conference support, CTE conference support and advisor support for DECA and FBLA. Membership with MBA Resources is renewed from dormant status in 2014-15 at the *Basic Level* of membership. Projects include updated crosswalk of National Standards to California Standards. Train the Trainer workshop will be held September 22 and 23 to serve as state-wide trainers in MBA materials and resources. FBLA and DECA will provide teachers for this. Also need one Marketing/DECA teacher for MBA Teacher Advisory Network. BERG will meet Tuesday, May 19 in Sacramento.
- UC a-g Program Status is being sought after for Marketing/DECA programs.
- CTSO Career and College Transition Division CDE Policy Guide is the direction in which the CDE is heading regarding policies that will be set for all CTSOs. CTSOs are being asked to assemble responses with their Board Chair for one collective message from each CTSO to CTE Director Russ Weikle at CDE.

#### Fiscal

- Current contract for California DECA is \$184,978 SB1070 began January 1, 2015 and ends December 31, 2015.

- SB1070 funding sunsets in June of 2015 and SB66 extends SB1070 through June 30, 2017. March 2015 hearing was cancelled by the bill author and more updates will be forthcoming.
- AB916 (O'Donnell) proposes \$1,170,000 in CTSO funding. It's in committee and set for first hearing. Referred to as APPR. This is being spearheaded by FFA and DECA and other stakeholders are supporting.
- SB148 (McGuire and Leva) proposes to establish the Career and Job Skills Education Act Grant for \$600,000,000. Hearing was held April 27. Placed on APPR.
- Governor's May Revise budget was released. Adjustments include proposed \$250,000,000 in one-time Prop 98 funding in each of the next three years to support transitional CTE Incentive Grant Program. School systems would be required to provide a dollar-for-dollar match. Proposes \$150 million in 2015-16 for the first year of this transition an additional \$50 million in 2016-17 and a reduction of \$50 million in 2017-18. This is meant to better allow schools to transition to entirely using their own discretionary funding by 2018-19. May Revision also proposes other changes including: increasing the minimum local-to-state funding match to 1.5:1 in 2016-17 and 2:1 in 2017-18 to assist LEAs in supporting CTE with Local Control Funding Formula. It includes eliminating Career Pathways Trust from the list of allowable sources of local matching. Directing CDE and State Board to give funding priority to applications administering programs located in rural districts or regions with high student dropout rates. Leadership component tied to CTSO is included in this language.
- Part of reason for renewed CTE and CTSO support includes: \$1 billion beyond projected income in tax revenue by citizens which takes pressure off and allows more support. "Career" is getting more push along with "College" and that a-g isn't the end all strategy for education in California which helps make stronger case for CTE/CTSO. CTSO advocacy directly by the student (not just teachers) really speaks volumes.

## Financial Reports

### A. Financial Reports by District

It was moved by Carl and seconded to accept the financial reports of the DECA Districts as submitted.

### B. Financial Reports for the California Association of DECA

Maureen shared the Treasurer's Report as of the last reconciled period of April 30, 2015. Cash on hand is \$489,839 of which \$85,000 are reserve dollars that will transfer to the California DECA Foundation. Total income to date is \$875,094 with total expenses of \$922,580. This is the typical trend during this time of the year as most

expenses for the year have been incurred, however receivables from SCDC hotels, ICDC and CDE are still expected to exceed \$100,000 and end the year profitable again.

Maureen shared that as of March 31, 2015 the account value of the LPL investment is \$20,801. The original investment was made in 2006 for about \$15,000 and has grown to \$20,000 during that time. Investments are of a more aggressive nature in mutual funds GLRBX and PRWCX. Full financials and historical records were presented by the Treasurer and on file in the state office.

It was reported that over \$16,000 in ICDC awards were given with every competitor to ICDC receiving \$50.00.

### Management Team Report

#### A. Membership

Staff reported that California DECA membership increased for the ninth consecutive year starting in 2006-07. Totals as of May 2015 were 76 active/enrolled chapters servicing 5,193 students for a 587 member or 12.74% increase in 2014-15. The ongoing membership campaign and outreach project continues to produce fruit with steady increases in So Cal District and nearly 100 prospective schools in various stages of development and tracked closely.

#### Membership Breakdown by District

Nor Cal DECA	2,305 Students	44 Advisors	213 Alumni	2,562 Total
Silicon Valley DECA	1,548 Students	39 Advisors	152 Alumni	1,739 Total
So Cal DECA	801	25 Advisors	66 Alumni	892 Total

#### B. Conference

The Board reviewed detailed conference participation reports. Summaries include:

ICDC Attendance 508  
 SCDC Attendance 2,349  
 WRLC Attendance 115  
 Nor Cal CDC 1,239  
 So Cal CDC 215  
 SV CDC 1,025  
 SV LACE 625

California DECA's showing at ICDC continued to be strong and among the tops in the nation. A team of 516 members represented California DECA this year in Orlando, an all-time high for our association. California DECA held a competitive training workshop at ICDC this year once again. At the session, members competing in the same event

category worked with past winners, gaining guidance and tips for their respective events. At the end of the session, a winners panel assembled to answer questions of what to expect at ICDC. As an association, California DECA had 56 finalist teams, with 32 of those teams placing in the Top 10 of their respective events, and best of all, 15 Top-3 winners. We had teams tackle every competitive event, with finalists in all competitive categories, from Individual series, to virtual business challenge, to stock market game, and operations research. California DECA would like to thank Steven Rodgers of Mount Whitney High School for his incredible 40 years as an advisor. Mr. Rodgers received recognition at this year's ICDC for his service to DECA.

California DECA also received \$5,000 for hosting the DECA Western Region Leadership Conference in 2014.

C. Status of SB 1070 Contracts

Staff reported SB 1070 contract billing continued to be on schedule and that final wrap up of the current contract would be in July-August 2015. Writing of the 2016 contract is scheduled for August-September 2015.

**State Officer Report**

Social media has been active and continues to grow. Live tweeting ICDC general sessions and award sessions. Finalist and congrats and any recognition with pictures with awards live from Orlando.

Created two videos from YouTube and have ICDC recap video in production. Received over 1,000 views and creativity leads to engagement of ICDC video. Starting Redbooth for project management for accountability and transparency for internal officer projects and responsibilities. Already have 3,000 likes on FB.

Five press releases written so far this year (scholarship winners, FIDM winners, IAMDECA campaign, legislative visits, etc.).

Advocacy opportunities are vital having made three visits already including Assembly Mark McGuire, providing testimony in front of the education committee with the bill passing unanimously, and visiting legislators from District.

Orientation meeting concentrated on team chemistry and preparation for ICDC. Two videos created, ICDC scripts for both state meetings, preparation for competition training. Over 50 finalists and many top 3 winners from the 500 attendees in Orlando. Also, received education scholarships which has not been typical of California DECA in recent years—great achievement.

Working to connect and support DECA chapters over next three weeks to wrap the school year and prep for more with 8 chapter banquets and officer installations.

### Three Main Goals of State Officer Team

Membership

Advocacy

Publicity

#### **Membership**

- Creating online FB group for chapter presidents
- Conducting Google Hangouts for members (e.g. intro to competition training, candidate training, etc.)
- Recognition of members is a core value and goal, especially uplifting members through a member of month recognition.
- Concentrating on personal level connection to chapter officers

#### **Advocacy**

- IAMDECA personal stories are key things to keep refining and practicing. Facts tell...story sell. Continuing to work on these is a big deal.
- Will do outreach to Federal Legislators in DC during Emerging Leader Summit
- Local level officer meetings is a great opportunity to connect and engage chapters
- Inviting legislators to attend and participate is a key for state and district events

#### **Publicity**

- Will continue creative trend for engaging folks in DECA
- Continuing videos is critical for social
- Selfie challenge and IAMDECA video story telling challenge
- Leveraging social media to reach our audiences in a variety of ways

Board was very pleased with the officer's video that makes them seem approachable and strikes great balance between professional and cool. Board wanted to know about top prospects DECA officers are looking at for chapters.

Board wanted feedback on best spirit swag at ICDC (Mohawk and MJ glove; USA soccer jerseys; etc.). People love CA DECA pin and wanted to get them (the ICDC black market had pins going for \$8 for CA).

California was still in top 3 in competition, but, everyone wants to see us grow higher. Ontario dominates individual series events so that's a key place to look at. Need to explore mini-events, ICDC pre-event competition training, etc. Board challenged officers to come up with some ways to grow CA DECA competition approaches. Officers to get

feedback from members on how we can improve. Officers challenged to know last year results, set new goal, and tell us how we're going to get there.

## Action Items

### A. Approval of 2015-16 Budget

It was moved by Maureen and seconded to approve the 2015-16 budget as presented. The motion was adopted unanimously.

### B. Review and approval of 2015-16 Calendar

It was moved by Luke and seconded to approve the 2015-16 Calendar and submit to the insurance company as presented. The motion was adopted unanimously.

### C. 2015-2016 Management Team Agreement Review and Approval

It was moved by Carl Schmidt and seconded to approve the Management Team agreement for 2015-16. The motion was adopted unanimously.

### D. California DECA Board of Director Operations and Initiatives

#### a. Board Chair Elect, Secretary and Treasurer Positions 2015-16

It was moved by Carl that Mary Whited Chair-Elect, Tami Secretary, Maureen Treasurer. Motion was adopted unanimously.

#### b. Filling of Vacant Board Seat

Carl reluctantly moved and it was seconded to accept the resignation of Laurie Andrews so she can devote time to caring for her husband. The motion was adopted and California DECA will miss her leadership and friendship greatly.

It was moved by Tami and seconded to appoint Christina Charlton to the remaining one year of Laurie Andrews Board Term.

#### c. Board Election Process

It was moved by Tami and seconded to clarify that each chapter in good standing is allocated one vote. The motion was adopted unanimously.

### E. Foundation

#### a. Authorize bank account and signers

The Board continued the progress of establishing infrastructure and startup of the California DECA Foundation.

It was moved by Maureen Rankin and seconded to authorize the banking account for the Foundation accounting. The motion was adopted unanimously.

It was moved by Maureen Rankin and seconded to authorize the following account signers for the new bank account to be Carl Schmidt, Charles Martin, and Rhonda Bohall. The motion adopted unanimously.

It was moved by Tami Raaker to authorize Mary Whited to be the bank account signer for all NorCal accounts to replace Laurie Andrews.

**b. Foundation Board Meeting and Orientation September** (during Advisor Conference)

The Board meeting will be scheduled to coincide with the Advisor Conference and include representation from two CA DECA Board members and the State Advisor from CDE.

**F. California Legislative Briefing** (lunch on Friday)

**a. Jim Richardson, California Assembly Chief of Staff**

Governor's release of budget revision is what's currently consuming Assembly. Use of funds from additional tax dollars received has universally been accepted by both parties to be applied in significant fashion to education. Assembly handles 4,000 pieces of legislation in a two year period and is going through a modernization process. Connecting students with legislators personally at the capitol and in the district is critical to growing influence and awareness of how vital DECA is to CTE and broader field of college and career.

Mr. Richardson led the State Officer Team on a private tour of the Capitol with the students getting to experience California heritage, history, and political process.

**G. DECA Parent Group Presentation and Discussion**

Leadership from the California DECA Parent Group joined for the Board Meeting to present their ideas and initiatives for supporting DECA. California is one of the first states in the nation to formally organize a parent group to support and champion DECA. They are really a force and working diligently to increase funding and competitive event preparation. California DECA greatly appreciates their service and initiative.

**H. California Hotel and Lodging Partnership Discussion and Visit**

This agenda item was postponed.

**I. State Officer Elections**

**a. Review proposed changes to elections process**

It was moved by Carl and seconded to approve the following changes to the State Officer Candidate process:

- It was determined by the Board to authorize Board Representatives in NorCal and SoCal to discuss with their Districts the move of District VP elections to District Career Development Conferences prior to State Conference.
- It was determined to add advisor signature to the “intent to run” process for state officer positions.
- It was determined to require CTE course proof of current or previous enrollment for all state officer candidates starting in 2016-17 year of service.
- It was determined that all applications will be online with optional requirement to bring portfolio to SCDC.
- It was determined that Board Interview at District CDC is an “approve/unapproved” with a second required final interview at State CDC.

The motion was adopted unanimously.

#### **J. District Conference Discussion**

##### **a. Registration Rates for the District CDCs**

It was acknowledged that District Conference rates were different fee structures. It is understood that different Districts have different cost structures for events and that it was a necessary element to provide a similar quality experience.

#### **K. Policy Discussions**

##### **a. Substitute Advisor Policy**

It was moved by Carl and seconded to clarify DECA policy to stipulate substitute advisors must be from the same district, certificated personnel, approved by advisor (existing), substituting advisor, and administrator to substituting advisor (existing) and administrator to advisor needing a sub. The motion was adopted unanimously.

This just gives approval by school but will then need to be reviewed and approved by staff.

##### **b. Chapter Supervision**

Adopt the new California DECA Chapter Affiliation Agreement. To be eligible to participate in any DECA activities (District, State, Regional or International) or to

receive DECA Chapter Grant funds, each chapter advisor must review, sign and return this document to California DECA at the start of each school year (a new form will be required each year).

The purpose of this document is to outline the duties, roles and expectations of DECA Advisors. As leaders and teachers of young professionals it is important that we prepare our students and set the proper tone and standard for their participation in DECA.

**c. Number of Students Attending Conference and Number of Certificated Staff Attending with Them.**

The Board affirmed maintaining the current requirement of 1:15 with at least one certificated teacher and maintaining consistent with their district guidelines.

**d. Advisor Expectations/Accountability**

Share with advisors observations from previous years (e.g. leaving sessions early, late night meetings, food runs, social media, etc.), clear expectations, and how we all work together to establish strong professional conduct with pride and integrity.

Escalation path for advisor and chapter unprofessional conduct is to the Board of Directors and then to CDE State Advisor.

Staff will equip security with “CDE Policy” doc that they can have with them to share with advisors and students regarding report to administrations, disqualification of competitors, etc.

Look into creating “Administrator Guide to Operating and Supporting a DECA Chapter”.

It’s important to note that DECA and leadership is not about “threatening” others with reprisal but continuous and clear communication, shared support, reminding of what we represent, incentive and punishment, and how we move forward for all not just individual needs.

**e. Student Involvement in Chapter Administration and Student Contact with State Staff.**

With the increase in chapters and inquiries, there is an increasing trend in the number of students contacting state office instead of advisor. Members are using advisor passwords to enter information for registration or competitions and students handling other student data. Same goes with parents contacting

state office. California needs to clarify all discussions go through local advisor and to the state office.

It was moved by Tami Raaker and seconded that all administrative communications with California DECA be conducted by the local chapter advisor and student contact for administrative purposes is not allowed. The motion was adopted unanimously.

**f. Social Media Addition to Code of Conduct**

Board reviewed sample policies researched from other CTSOs, other states, as well as school districts. This will be added to item 13 as follows. It was moved by Carl and seconded to adopt the following Social Media policy in the code of conduct:

“Social Media & Online Presence: In the online environment, students must follow The California DECA Code of Conduct and conduct themselves online as they would in person. Think before you post and use discretion when posting online as you will leave a long-lasting impression of yourself, your school and DECA. Social media venues are public and information can be shared beyond your control. Never post confidential or personal information. Do not misrepresent yourself by using someone else’s identity. Be respectful and avoid comments that may be hurtful. Never use profane, obscene or threatening language. Never use slurs based on the gender, race, disability, or orientation of another person. Never post sexually explicit pictures, videos or content. Cyberbullying is considered an act of harassment and will not be tolerated. Use of DECA logos or images on your personal social networking sites is prohibited. If you wish to promote a specific DECA activity or event, you may do so only by means of a link to the official DECA social media accounts.”

The motion was adopted unanimously.

**g. Drop Fee for ICDC**

Add language to site license agreement to increase clarity and consequence. No changes in fee or penalty for this year but will be monitored closely.

**h. CTE course requirement for DECA Chapters**

State policy will be clarified regarding CTE program requirement related to the CTSO and officer candidate enrollment. Includes all school types.

**i. Chapter Affiliation/Charter Process**

The Board discussed the site license chapter affiliation model that debuted in 2014-15 in response to the constitutional clarification and subsequent legislative action taken. While, it's too early to tell if the model is the key lever for the 12% increase in membership for this year, it certainly seems to confirm that it did not hinder growth and progress toward reaching more California students. The program will continue in 2015-16 and staff prepared revisions and enhancements for the board to review and vote upon.

## **L. State Conference**

### **a. 2015**

- i. State Conference held in Santa Clara, California. Huge conference growth required the contracting of 3 additional hotel properties for a total of 6 hotel properties plus the Santa Clara Convention Center to accommodate the conference.
- ii. 54 Chapters in attendance
- iii. Total conference attendance was 2,349

### **b. 2016**

#### **i. Top 10 report score removal**

DECA will follow DECA Inc procedure and just report order of entry not actual score for future conferences.

#### **ii. Request for Final Round Competition**

The board reviewed extensively six different options to accommodate a finals round element to competitive events (e.g. qualifiers from District, limiting state to one event, adding an additional day, limiting entries to large events, specifically governing larger events differently, etc.).

The cost, school approval, subjectivity in replace of proven objectivity currently, etc. makes this option not suitable. The Board agreed that after considering advisor, student, and judge, parent, and administration concerns that the current process is not only the fairest and most accurate of options, but is consistent with the rest of DECA core practices internationally.

#### **iii. Curfew**

The Board discussed current curfew times and determined that for Districts and for States curfew times must be earlier.

### **c. 2017**

**i. Convention Center for Competition**

Staff will look at Convention Center, Levi Stadium as well as extended options for Great America to handle.

**ii. Bussing**

DECA spent \$19,000 on bussing this year to accommodate chapters. Even with staffing, there was still issues with bus loading and unloading and it was estimated that twice as many busses are needed for conference (that are either not available or expensive to secure in Silicon Valley). Staff asked Board to consider not having busses and let chapters walk between the six facilities (except for the lodging on the other side of the freeway). The board approved of this proposal by the Staff. Will look to include walking map and estimated travel time in the conference program to help them determine route and travel times.

**iii. More Hotel Rooms**

Staff are already working on securing additional hotel rooms to accommodate our work.

**iv. Hotel Reservations (ACTE style)**

Plan was to lock down the Marriott first and then overflow to a sequence of hotels. Marriott lost control of reservations and CA DECA Staff had to take back over the system causing extra days of work to get everyone into the hotels at \$139 regardless if the underlying hotels costs. A suggestion would be to just publish rates for each hotel and let chapters register directly. It was pointed out that it would be less helpful for advisors and pose too many frustrations. An idea was suggested to cap the overall conference numbers at say 2,000 and just do first come first served for registration. Another was to cap each school to a set amount. Key idea used was to set an initial early bird deadline and a final deadline and see if market forces and incentive would help drive order to registration. It was noted that the tentative calendar published had an earlier deadline, but, that it's still early enough to give advisors time to plan. The board will leave it to the Staff to determine the best approach for managing hotel reservations with a suggestion to consider raising the hotel rates across the board and then use the increase to centrally manage all hotel reservations.

**M. Chapter Affiliation/Curriculum Program**

**a. Review 2014-15**

The Board reviewed the success of the DECA curriculum affiliation model and acknowledged the support and great working relationship between DECA Inc and California in unrolling this new approach.

**b. Adjustments for 2015-16**

i. New Chapter Tier to Match Membership Campaign

It was moved by Carl and seconded to adjust the “New Chapter Tier” from 15 to 20 to have new chapters come in right at the DECA campaign level. The motion was adopted unanimously.

ii. Breaks in Upper Tiers

It was moved by Carl and seconded to accept the new bands at 25 increments instead of 50 and to implement for 2015-16. The motion was adopted unanimously.

**N. Development Efforts**

a. Form Committee and Identify Chair

This was a conversation from December regarding sponsorship levels, ad sales, etc. Recommended that this go to the Foundation with memorandum of understanding that the effort would be a partnership with CA DECA, Inc.

**O. Receive Audit Report**

It was moved by Carl and seconded to postpone the receiving of the audit report for California DECA to the next meeting given the absence of the audit committee chair. The motion was adopted.

**P. Next Board Meeting: Town & Country Hotel, San Diego**

December 3-4, 2015.

**Information/Discussion Items**

None

**Adjourn**

It was moved to adjourn the annual board meeting at 10:35 a.m. The motion was adopted unanimously.

Respectfully Submitted,

\_\_\_\_\_  
Tami Raaker, Board Secretary

May 17, 2015

Date