

# BOARD OF DIRECTORS - MINUTES

California Association of DECA, Inc.  
Board of Directors Meeting  
Anaheim Marriott  
December 8, 2017

Welcome and Roll Call

## Board Members in Attendance

- Juston Glass, Board Chair, Silicon Valley
- Christina Charlton, Board Chair-Elect, Nor Cal
- Maureen Rankin, Board Treasurer, So Cal
- Tami Raaker, Board Secretary, NorCal
- Andrew Nelson, SoCal
- Michael Acheatel, Silicon Valley
- Dennis Mifflin, So Cal

## Board Members Not In Attendance

- Mary Whited, Nor Cal
- Michelle McIntosh, State Advisor

## Staff Members and Guests in Attendance

- Brycen Woodley, State Director

## CALL TO ORDER

The Board Meeting was called to order at 8:12 AM by Chair, Juston Glass on Friday, December 7, 2017

## APPROVAL OF THE MINUTES FROM THE PREVIOUS MEETING

It was moved by Christina and seconded to approve the May 2017 minutes. The motion passed unanimously.

## REPORTS

### Management Team Report

The Management Team provided an update on conference attendance and a general overview of each conference. The Leadership Development Conference in the North had 142 attendees. The Leadership Development Conference in the South had 49 attendees. Current attendance numbers for the District CDC's are: NorCal CDC at 918 (up about 60 from last year), SV CDC at 789 (Up about 40 from last year), SoCal CDC at 390 (down about 5 from last year). As a reminder, next Fall CA DECA will host the Western Region Leadership Conference in Anaheim and per policy will not be hosting the District LDC's in the Fall of 2018.

### Status of SB1070 Chapter Grant Funds

As of the deadline (November 1) to submit grant requests several chapters did not submit the required documents (despite repeated reminders and outreach via phone, email and text). Emails and phone calls were made in effort to warn chapters to not miss the deadline but still several did. As a result, each chapter who did meet the deadline received a larger allocation of funds as the funds were redistributed.

### State Officer Team Report

The Board received and reviewed the State Officer Team Report with updates on important programs and projects that the team has been undertaking. District VP applications are in; pending the CTE approval, we will have the following number of candidates running per district: NorCal: 3, Silicon Valley: 3, SoCal: 1. The application deadline for statewide offices is after the New Year.

### **ACTION ITEMS**

#### Financial

Review and approval of 2016-17 year-end P&L and Balance Sheet

Review and approval of 2017-18 P&L and Balance Sheet as of last reconciliation

#### DECISION

It was moved by Dennis and seconded to receive the 2016-17 year-end financial statements as presented. The motion was adopted unanimously.

#### DECISION

It was moved by Christina and seconded to approve the 2017-18 YTD financial reconciliation statements. The motion was adopted unanimously.

990 Group Filing Submitted

Brycen explained the IRS filing process; we are currently up to date on filing.

#### SCDC 2018

##### Update on conference planning & preparations

The Management Team provided an update on the important plans and efforts that are underway for the Annual State Career Development Conference which will be held in Anaheim, California in March. As a reminder: California DECA was released from the contract at the Town & Country Hotel in San Diego where the conference was planned to be held (due to renovations). We contracted the Anaheim Marriott with a shift in our usual date patterns (Thurs-Sun to Fri-Mon); One trade-off with the quick change in venues was that there is no meeting space available for our usual Grand Awards Session on Monday morning. As a result, Grand Awards will be combined with our usual Recognition Session on Sunday PM (with a later curfew) and Monday will be a travel day. It was acknowledged that this would make for a much longer awards session and efforts will be made to streamline the awards process (i.e. pre-calling finalists and no "mini" awards, each event will be done while the students are up there) but it will run late.

The general flow of the conference will be as follows:

Friday - Arrival, Registration, Testing, Workshops, Event Administration Meeting, Advisor Meeting, Opening Session with Keynote Speaker.

Sat - Series Events, Officer Election Activities, Workshops, Event Administrator Meetings for Saturday Events, Evening will be Chapter Time (with some DECA options done directly through the vendors)

Sun – Written Projects, Annual Business Meeting, workshops, Election Session, Awards, Dance and activities in the evening.

Mon – No official conference activities. Chapters will travel home.

#### Update on Security Plan

The Management Team has been working on a variety of options and solutions to continue to enhance conference security. A few key updates: two uniformed guards will be on duty around the clock and we will have increased security at night. Anyone can submit security concerns to security team via the conference app for any concerns. This allows students, advisors, chaperones, etc to share concerns that they see throughout the conference. Discussion took place about the idea of also adding 2 off duty police officers with a much higher cost than just security but the consensus was that hiring a greater number of guards would be a better route to simply increase the number of eyes assessing the problems vs. paying significantly more for police officers. Research was done to look into having drug dogs on arrival to help inspect luggage but it was an additional \$8,000 and each student would have to sign a search and seizure release form so this was deemed not feasible.

#### Sunday night

Fun Zone (DJ, Dance, Board Games, Video Games, etc.) after Grand Awards. Hours for hotel food outlets will be extended to meet demand. Exploration was done to bring in food trucks and there was no vendor interest due to the size of the conference and the late hours we wanted them to come. Proposal was made to investigate line dancing, photo booth, karaoke, etc. for additional entertainment options. Management Team will investigate cost and feasibility.

#### Discussion of online written event submission (Judges)

We will have the same process as last year. CA DECA assigns judges to read in advance but last year several judges (15+) did not fulfill the obligation to pre-read so they had to print many copies of projects onsite for judges to review. It is a big challenge to ensure the same judge that reads the paper is the same judge that sees the presentation. Discussion was made as to whether it would be acceptable to have a different judge read project than sees the presentation (specifically in Operation Research events that have a separate score sheet). The Management Team committed to keeping with last year's approach (same judge reads and sees the students), but if the same issues arise as were encountered the prior year we will need to make a change to our approach as it becomes detrimental to the process to scramble at the last minute to print so many projects and attempt to have judges read them.

#### Discussion of State Officer role in fostering a culture of a safe and clean environment

Officers will present their plans on a social media awareness campaign on the premise that students should really be self-monitoring post like "See something, say something" to set the tone that we want

to preserve our brand image. Christina suggested looking into the I Kind platform to assist with this process.

#### Chapter Leader of the Year / Presidents Council Recognition

In an effort to provide more recognition opportunities for students we are introducing two new innovations to the State Conference this year. Presidents Council Members will be recognized on stage during the Opening Session and will receive a special pin commemorating their service on the Presidents Council. All registered Presidents Council Members in attendance at the Conference will be recognized. In order to be registered as a Presidents Council Member; Chapter Presidents must register here: <http://californiadeca.org/resources/presidents-council.php>. In lieu of the Student of the Year and the Most Valuable Member recognitions we have instituted a new Chapter Leader of the Year Award whereby each chapter may select for recognition one outstanding Chapter Leader who will be recognized on stage during the Opening Session and will receive a special pin. Details for this new program were distributed to chapters via email and are available at [californiadeca.org](http://californiadeca.org). These new recognition programs will take the place of the Chapter President/Most Valuable Member breakfast that was previously held at the State Conference.

#### ICDC 2018

##### Conference Update

In Atlanta, arrive any time on Friday, Saturday State Mtg (after 5K), Sat/Sun/Mon Prelims, Tuesday Finals and Wednesday travel home. California DECA has been assigned to the Atlanta Marriott Marquis.

#### Discussion of Team Substitutions for Team Events

The discussion was whether students should be allowed to substitute in to a project at ICDC they didn't compete in (with the exception of chapter projects and TDM's that can't compete without a partner). There were some opposing positions, (ie., student competed at district and couldn't attend state, or a student might not be confident to present alone, etc). The desire of the Board is to have consistency and not have rules that are difficult to interpret, so ultimately the decision is being left up the advisor. It will not be announced at the State ICDC meeting to give advisors authority to make decisions appropriate for their chapter. It was proposed we work to educate advisors on best practices and Tami volunteered to present at the advisor meeting at SCDC. The challenge was also presented that chapters are competing in chapter projects that are not being executed by the chapter. A request was made to remind officers (in President's Council meeting), email advisors to remind them of the policies now, (hopefully before the state conference) and to remind event managers to apprise judges of the guidelines.

#### Risk Management

##### Discussion of Crisis Management Plan

Our original research produced bids that were coming back incredibly expensive to cover everything we needed. Now, there is a company, Enpica that is catering to CTSO's. It was proposed we wait to pay Enpica (\$500) to create a plan custom for CA DECA until we have some additional questions answered. The request was that we include the CA Department of Education in this process to ensure

there isn't anything better and assess how much of this is in line with what CDE is already doing. We need to be thinking of board members, in addition to the State management team, to serve in some capacity on this crisis management team (ie, Tami – witness liaison, etc). Michael and Tami volunteered to be a part of the team and it was discussed that Mary would also be a great addition.

#### Mission Based Officer Position Proposed State Officer Program

The Board reviewed and discussed revisions to our current state officer team structure to ensure alignment with DECA Inc.'s recommended mission-based officer positions.

Our new state officer slate would be:

##### Elected at State

- President
- VP of Marketing
- VP of Leadership

##### Elected at District (one per district)

- VP of Career Development
- VP of Finance
- VP of Hospitality

We will elect the district team and then within the team appoint the specific responsibilities (VP of Career Development). It would be a shift away from District VP structure and focus on a bigger picture at the state officer team, as a whole.

The proposed amendment to the constitution is as follows:

Current Language:

Article VII. Officers

Section 1. The student officers of California DECA shall be: State President, Vice President of Public Relations, Vice President of Communications, Vice President of Southern District, Vice President of Northern District, and Vice President of Silicon Valley District.

Proposed Amended Language:

Article VII. Officers

Section 1. The student officers of California DECA shall be: State President, Vice President of Leadership, Vice President of Career Development, Vice President of Marketing, Vice President of Finance, and Vice President of Hospitality.

It was moved by Maureen and seconded to approve the proposed amendment (as outlined above) to the constitution and that the amendment be presented to the voting delegates at the annual business meeting at the state conference. The motion was adopted unanimously.

#### Chapter Constitution Template



There was a discussion of the updated version. This would primarily be for new chapters. Existing chapters would not be required to renew their constitution.

- A. **Next Meeting: May 11, 2018 Sacramento**
- B. **Adjourn 12:00 PM**