

BOARD OF DIRECTORS - MINUTES

Board of Directors Annual Meeting
May 11, 2018

Call to Order

Board Chair, Juston Glass, called the meeting to order at 9:04 a.m.

Roll Call

Board Members in Attendance:

Tami Raaker
Christina Charlton
Juston Glass
Michael Aechatel
Dennis Mifflin
Maureen Rankin
Molly Anderson

Board Members not in Attendance:

Mary Whited
Andrew Nelson

Staff Members in Attendance:

Michelle McIntosh – California Department of Education
Ryan Underwood – California DECA
Brycen Woodley – California DECA

Approval of the Minutes from December 2017 Meeting

The board reviewed and discussed the minutes from the December 2017 Board Meeting. It was moved by Michael Aechatel and seconded that the minutes be approved. The motion passed unanimously.

State Advisor Report [Update from CDE by Molly Anderson]

Michelle McIntosh introduced Molly as the new State Advisor for California DECA. This is a role that Michelle has played for the last several years and with Michelle's advancement at the Department of Education Molly has been hired to fill this role. Molly previously lead the Business Education Leadership Project and is known to many of our DECA advisors through her work there. California DECA is excited to be working with Molly.

Molly announced that there is a new \$100,000.00 grant that she and Michelle have been working on through the California Department of Education. These dollars are specifically intended to assist with

new advisor development and support. Ryan and Brycen will be working closely with Michelle and Molly to put together the details of the grant. More information will be released as it is available.

CDE is working on an end of program assessment which will be part of the new dashboard. Marketing will be one of the first. CDE is working on this now and looking for the assistance of DECA advisors to recommend members of industry in their area who could sit on an advisory board and help with the creation of the standards for the end of program assessment. CDE is looking for a minimum of 50 participants.

Financial Reports

The Board reviewed and discussed the year-to-date financial reports for the California Association of DECA and the three Districts. It was moved by Dennis Mifflin and seconded that the financials be approved as submitted. The motion passed unanimously.

Review of 2018-2019 Budget

The board reviewed and discussed the proposed 2018-2019 Budget for the California Association of DECA. It was moved by Molly Anderson and seconded that the budget be approved. The motion passed unanimously.

Management Team Report

Brycen Woodley presented the Management Team Report which included updates and recaps of conferences, conference attendance and participation, membership and California DECA achievements at the International Career Development Conference. NorCal conference attendance was up from last year. SV conference attendance was up from last year. SoCal conference attendance was down from last year, but only by a few attendees. SV membership numbers are strong in comparison to projections based on loss from CTE requirements.

The Board discussed current efforts to reach out and support chapters. Kim Frahm, a member of the California DECA Management Team, is working closely with all new chapter advisors. Additionally, as mentioned earlier in the meeting we are working on \$100K to help get more mentors to assist as we have many new advisors who need help and support. With the infusion of the additional grant funds and the work Kim is already doing the Management Team is confident that we'll be able to provide our new advisors the help and support they need. The Board asked that we continue to explore opportunities to acquire funds to support the costs of credentialing for DECA advisors. It was noted by the Board that there has been significant membership growth in DECA in SoCal. The Board expressed appreciation to the Management Team for their work in rebuilding SoCal membership.

The Board engaged in detailed discussion about supporting advisors and growing chapters. It was decided that the 2019 California DECA Advisor Conference will be held in SoCal as a show of support to SoCal Chapters and an opportunity for NorCal Advisors to experience a different venue for the conference.

It was moved by Michael Aechatel and seconded that California DECA fund chapter resource packets for new chapters to include competition prep materials (like test packets, role play sets, flash cards, etc) in an amount equal to approximately \$500.00 per resource packet. To be eligible for the packet of resources a chapter must attend a California DECA Event. The motion passed unanimously.

The name for the annual chapter grant funds that California DECA receives from the California Department of Education has changed. They were originally SB70 Grant Funds and later SB1070 Grant Funds and will now be called CTE Initiative funds. The Management Team has been hard at work administering the grant. The short term CTE Initiative Funds contract that goes April 15, 2018 to June 30, 2018 has been signed and is in motion. A big portion of those funds are designated for chapter grants. Those funds have been encumbered and chapters will receive checks when they arrive back on campus in August in order to avoid the potential for those checks to be misplaced over the Summer.

The new CTE Initiative Grant Contract for the 2018-2019 is in motion and being written. The Management Team is working closely with CDE on the contract.

The 2018-2019 California DECA State Officer Team joined the Board to present their State Officer Team Report. The Team is meeting concurrently and working on their Program of Leadership for the year ahead. The Board expressed their gratitude and appreciation for the work the officer team is doing.

Review and approval of 2018-2019 Calendar

The Board reviewed and discussed the 2018-2019 Calendar of Events. In the course of discussing this year's plans the Board segued into a discussion of plans for the 2019 Fall Leadership Conferences. The Management Team will present ideas at the December Board Meeting, but the Board discussed a desire for a One- or Two-Day Event (could go either way depending on plans), offer tracks so participants can choose content based on their interests. Tracks could be Competition training, Leadership Training, Chapter Officer training and/or Entrepreneurship. Conferences should include a Signature speaker and a Social component. Multiple events focused on specific topics would be more challenging for chapters. Can't really choose one or the other because students will want to do all of them. If we are going to use a hotel, we'll need to contract it soon. It was moved by Maureen Rankin and seconded that the 2018-2019 Calendar be approved as amended. The motion passed unanimously.

2018-2019 Management Team Contract Review and Approval

The Board reviewed and discussed the Management Team Contract for the 2018-2019 Fiscal Year. The Board requested that the Management Team present a concept and pricing proposal for additional chapter support for new SoCal advisors. The Board is looking for a way to come alongside and help/support advisors in SoCal since we've had so many new advisors come on board, particularly in SoCal. The Management Team will put together a proposal. It was moved by Dennis Mifflin and seconded that the Management Team contract be approved. The motion passed unanimously.

Board Chair, Board Chair Elect, Secretary & Treasurer positions for 2018-2019

The following candidates were nominated by the Board: Chair Elect: Juston Glass, Secretary: Tami Raaker and Treasurer: Maureen Rankin. It was moved and seconded that the slate of candidates be approved. The motion passed unanimously.

State Conference Discussions

Brycen Woodley presented a report on the 2018 State Career Development Conference. The Board shared feedback and suggestions for next year's SCDC. Do not use the same DJ. Despite specific instruction to play "clean radio play music with no foul language" the DJ play some questionable music. Saturday evening will have a dance and video games in the same room. We will not bring in any carnival or other games this year. We need more signage for workshops so it is clear where the workshops are. Doors open into downtown DECA. Have students enter/exit workshops through airwall to Downtown DECA. Be sure there is lots of signage so they know where to go. Also, need larger rooms for workshops. Have a big board with the daily schedule in the main area. One for each day. All events on one board. Explore the possibility of Social media feeds like ICDC during the awards session.

The Board asked the Management Team to find a way to streamline all the awards that are already known prior to the conference (chapter awards, membership awards, SMG, VBC, Online Challenges etc.) These awards that we already know the results of that we are recognizing should be done in Opening Session. All awards that are known beforehand are given out in Opening Session. Look at possibility of TV's on Day 1 in foyer with scrolling list of winners.

Review slide designs to see if an adjustment is needed. Design for slides needs the name of the event toward the top of the slide so that they are easily visible by all audience members.

For Mini Awards we will change our approach for all three District Conferences and the State Conference: The announcer will call the TOP 10 finalists in each component part (test/role play/case study/content interview/Presentation) to the stage. Once all are on stage the Announcer will only announce the Top 3 in each component part (e.g. will not re-call finalists as we have done in the past). As students come on stage everyone will receive a Finalist Pin (everyone will just get one finalist pin).

For Grand Awards we will change our approach for all three District Conferences and the State Conference: The Announcer will call the TOP 10 finalists to the stage (in the past we have only called the Top 8).

The management Team will send an email out to advisors explaining the changes.

It was moved by Maureen Ranking and seconded that the above changes to competitive events awards process for the District and State Conferences be approved. The motion passed unanimously.

The Board re-iterated curfew times for the State Conference. They will be:

Thursday Night: 11:00 p.m.
Friday Night: 12:00 a.m.
Saturday Night: 11:00 p.m.

The Board discussed the current approach to written event submission and judging for the State Conference. There will be a key change this year to the approach: Students will be grouped in sections as they have been in the past. The same judge will review all of the projects online for students from the same section. However, different this year; The presentation portion may be judged by a different judge on site (all students from the same section will have the same judge, but the judge who reads that sections projects online may not be the same judge that judges that sections presentations on site. It was moved by Maureen Rankin and seconded that the written portion will be judged separately from the presentation and that it may not be the same judge that judges both elements. The motion passed unanimously.

The Management Team reminded the Board that we are currently contracted through 2022 for our State Conferences (2019 in Anaheim, 2020 and 2021 in Santa Clara and 2022 in Anaheim).

2018 International Career Development Conference

California DECA will no longer hold a competition training on the first day of ICDC. However, we will still have a State Meeting and then meeting space will be available for a period of time following the State Meeting for any chapters that want to hold their competition training (same rooms as the State Meeting and open to all). The State Meeting will be held at 10:00 a.m. on Saturday morning.

Conference Updates

California DECA is hosting this year's Western Region Leadership Conference. All chapters are encouraged to attend. November 15-17, 2018 in Anaheim, California.

The Advisor Conference will be in San Jose, California: September 21-22, 2018

The Board reviewed and discussed the Chapter Awards Program. These will be simplified and updated for the 2018-2019 school year.

Review of Score Factoring

The Board carefully reviewed California DECA's approach to Score Factoring including reviewing scoring results and detailed judging reports from the 2018 State Career Development Conference so that they could see how scores were allocated by judges, how they appeared based on factoring and the difference between the two. After careful review and discussion, it was determined that our current approach is the best approach, given the current conference schedule, and that we will continue our current process as outlined in our Conference Policies and Procedures:

- Because we enlist the volunteer support of a variety of judges in our competitive events it is important that chapters, advisors, and students understand how scoring works in our

competitive events program. In most events, because of the quantity of students competing, we need multiple judges to assess student performance and complete a score sheet. To help ensure that there is a fair playing field for all students competing in the event, regardless of which judge they see, we apply statistical factoring to normalize student scores.

Prior to factoring, students who had the “easy” judge - a judge that tends to give high scores - would all end up at the top of their event and therefore be called on stage and receive the awards. Not always necessarily because they were the top students in the event, but because they were scored by the judge that allocated the highest scores. While judges are carefully trained, each judge brings to the competition their own opinions and perceptions on what a certain score means. For some a 75 is a very good and solid score and for others awarding a 95 is how they identify the best students.

After looking at multiple years of scores and winners and comparing the outcomes of the scoring process it was decided, by the Board of Directors, to use statistical analysis and formulas to try to factor out the subjective nature of human scoring. This has been in place in California since 2010. This mathematical factoring of scores to level the playing field has proven effective in normalizing the differences in judge scoring. The student scores, as awarded by their judge, are entered into a computer program. The program works by finding out where on the scale of 0 through 100 a judge tends to score and comparing that with how all judges together tend to score. This then provides the program the information needed to apply a mathematical factoring formula and adjust each student’s individual raw score (normalizing). This adjustment then produces the student's factored score which becomes their official score. Because of this, you can potentially see two different scores on the score reports depending on what report you are viewing. One is the raw score and the other the factored score. It is the factored score that is used to determine winners and bring the students up to the stage.

Next Board Meeting:

Anaheim Marriott, Anaheim, California

Friday, December 7, 2018

Thursday Arrival Day. Friday meeting starts at 8:00 a.m. and concludes by 3:00 p.m..

Meeting adjourned at 2:29 p.m.