

BOARD OF DIRECTORS - MINUTES

California Association of DECA, Inc.
Board of Directors Annual Meeting
Sacramento Residence Inn
May 12, 2017

WELCOME & ROLL CALL

Board Members in Attendance

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

Board Members Not In Attendance

Staff Members and Guests in Attendance

- Ryan Underwood, Executive Director
- Brycen Woodley, State Director
- DECA Officer Coaches

CALL TO ORDER

The Board Meeting was called to order at 2:40 p.m. by Chair Mary Whited on Friday, May 12, 2017.

APPROVAL OF THE MINUTES FROM THE PREVIOUS MEETING

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

REPORTS

State Advisor Report [Update from CDE by Michelle McIntosh]

Michelle reported that CDE has flown her position and opened it for application and that this process is underway.

Significant work being done on the CDE level with new CTE Director Donna Wyatt to clarify College and Career Readiness measures. College is very clear. Career is not. Looking at Career Readiness Standards significantly including CTE and CTSOs which would be a tremendous lift.

Revamping California Basic Education Codes (CBEDS) and Cal-PEDS System to review and revise. This is how schools report their courses and will eventually flow into the college and career indicator. New CBEDs are being developed for curriculum alignment.

Carl asked for clarity and insight on the CDE policy for CTSOs and that other organizations do not have to follow nor have the resources to check. DECA is hemorrhaging programs that we recruited and started and have been welcomed and recruited to other organizations. Another letter will be coming from CDE to CTSOs to clarify policy that it stands as it is. Other organizations not complying will have to comply or face loss of funding, charter, ability to operate in the classroom as an endorsed product. There is an absolute sentiment of lack of fairness and accountability in the policy enforcement. Added to this other CTSOs are being applauded by their chapters for “fighting for them” when the perception of DECA is that we (not CDE) are restrictive and more expensive. When, in actuality DECA is operating with character and program integrity in the greater long term interest of the students and workforce. There are current employment and legal processes underway at CDE to address the funding, charter, and lack of accountability to policy.

The final round of SB1070 is closing down from \$225,000 to \$25,000 in the coming year as it currently stands. Only organizations that would be properly aligned with CTE standards will receive any other source of funding (e.g. Perkins, career readiness funding, etc.).

Next steps for DECA are to make an appeal for action and create a position paper on behalf of CTE/DECA/FBLA sharing the consequences and actions of non-compliance. From there we can organize a meeting between FBLA and DECA to look at positively working together to action for what’s best for business, marketing, and all California students. From there we can escalate to senior leadership in CDE and legislature based on the responsiveness of their leadership and interest in the future health of their organization.

DECISION

It was moved by Carl and seconded for the Board to write a formal letter relating the economic impact and educational consequences of the CDE policy to Tom Torlaksoon, Donna Wyatt and Dr. Adams. The motion was adopted.

Management Team Report

- **Membership/Conference Review and Stats**

We are 31 members shy of sustaining our 4,500 membership level to keep our current allocation of competitive event slots. All Board Members will rally to hit this number. The Board has asked for additional reminder to reach this number. The next level for another competition slot is 6,500 as a goal.

Besides the loss of programs due to inconsistent application of CTE policy by other CTSOs, there are many bright spots, especially in Southern Cal.

Southern Cal that are on an incredible growth trajectory, properly aligned with CDE policy, and integrating entire classroom experience into DECA. SoCal conferences are also on the grow in significant fashion.

Total Membership to date is 4,469.

Total Conference Attendance

ICDC 2017 – 477

SCDC 2017 – 1,881

District CDCs – 2,028

District Fall Events - 799

SCDC down based on drop of membership in SV and NorCal. Lost students meant issues on state conference attrition which made hotel and faced an attrition penalty of **\$20,000**. It was able to be avoided due to surgical room block management.

ICDC attendance from California was down by about 40 year over year. The study of these attendees shows to interesting trends: double qualification in online events and in-person competition, chapter team events, and loss of Thrive Academy attendance all contributed to this drip.

Chapter Team Events allow for 1-3 students to attend. This year, it the trend was more toward 1-2 students as opposed to 2-3 students which impacts numbers. Double qualifiers overwhelming chose their in-person competition rather than the virtual which doesn't allow for drop downs. Chapters lack of interest and value in the Thrive Academy did not use their

allowable allocations. Board suggested that numbers would have been even lower if State Conference would have also been in SoCal vs SV because it would have been a back to back attendance in the same location rather than getting that experiential opportunity to travel across the country for ICDC.

It was reported that there is some confusion by local chapters in understanding National DECA purpose, differentiation, and value add of the Aspire and Thrive Academies in the Emerging Leaders Series. Word on the street amongst students is that Thrive is just not compelling enough which drops student interest to attend. It's also an interesting balancing act between the lower cost of having events hosted in California vs the more expensive but high interest opportunity of travel.

Brycen shared that with California DECA's growth the cost of supporting the Advisor Conference is escalating each year not only based on increased participation requiring additional underwriting but also because of the health of travel and tourism industry in California making things a sellers market. The cost now ranges from \$30,00-\$50,000. Andrew suggested that perhaps it was time to have a NorCal and SoCal Advisor Events to help defray the costs of transportation across the state and to increase participation from Southern California schools. Carl suggested perhaps a "one day fast start" program for new advisors that would eliminate the need for the overnight element of the Advisor Conference. It was also suggested that pre-planning for a supporting local event in Southern Cal and Central Valley and allocate funds to energize these areas prior to the Advisor Conference in NorCal and give them a head start. Carl suggested an opportunity to have Advisor/Student event to kick start the year. Mary supported the idea of an early start even in May since so many chapters have officer elections in the spring and now more able to kick start the year earlier.

Conference Participation Breakdown

SV LACE

November 11-13, 2016
DoubleTree San Jose
Chapters in Attendance: 13
Attendance: 482

SO CAL DISTRICT CDC

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

NOR CAL DISTRICT CDC

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

2016-2017 MEMBERSHIP

As of December 5, 2016

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

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

• **Status of SB1070**

All Chapter Grants have been distributed. SB1070 is current and new agreement has started in January 15, 2017. Billing will commence in July on the 2017 CDE agreement in correlation with the 2017-18 CA DECA Fiscal Year.

• **Staffing Update**

No staffing update or changes at this time.

State Officer Team Report

Officers in legislative visits for the morning meeting. The officers joined later to provide an overview of their year and leadership service activities.

Recap of 2017 ICDC – Anaheim:

- California award presence (see above: membership update reporting ICDC competitive events)
- Successful Administrators Day
- Competition training was appreciated, by officers and student competitors alike.

Marketing:

- Social Media Posts (consistency and diversified to reach a multitude of markets)
- Highlighting member achievements; it's not just about who get called up to stage.
- Branding and (Hoot Suite)

- Publicizing CA. DECA activity on the online press kit
- Expand online presence and collecting data

Career Development:

- WBL and transferability
- Preparing for competition “it’s not just about taking a test over and over again”

Leadership:

- DAT
- Promote state officer candidates
- Improve communication between presidents and state officer team
 - Frequency of post and distribution of information

Hospitality:

- Creating a DECA culture
 - Competitive and “encouraging”
 - Increase accessibility to state officers
 - Connecting
- Discussion about Student behavior and Advisor accountability:
- Carl Schmidt asked about the “DARK SIDE”
 - How do we prevent our brand from being at risk due to improper student behavior?
- Michelle McIntosh
 - Who do you as officers’ act as a role model and a voice against inappropriate behavior?
- Officers will discuss how to measure and respond to the above questions.
- DAT – District Action Team has been developed. The candidates were impressive and Nor-Cals DATE team is a strong and experienced team.

Financial

- Advocate for more state and federal funding to assist access and support chapter equality
- Prepare sponsorship
- Grow SBE programs
- Develop fundraising guide

Advocacy:

- April Bird – Staff for Bob Wie
- Patrick O’Donnell – Lead Author of AB 455

Board question led by Carl Schmidt:

- What are your thoughts about LDC No. Cal So. Cal?
 - The response pointed out that LDC is about Leadership and supports chapter officers and help many DECA members find their voice.

ACTION ITEMS

Financial

Review of YTD Income Statement and Balance Sheet for DECA and Districts

The financial statements for California DECA and its subordinate Districts were presented for review. It was noted that these statements were unreconciled given the active nature of year end wrap up and ICDC being completed two weeks ago. Statements were presented to provide a perspective and pulse and all Board Members have access to QuickBooks to review in an ongoing matter.

Current cash on hand as of May 1 is \$234,984. Total income YTD is \$996,222. Total expenditure is to date was \$816,016. Maureen noted that all bank reconciliations and statements for the previous periods have been received, acknowledged and are available for inspection.

DECISION

It was moved by Maureen and seconded to receive the FY 2016-17 YTD financial statements as presented. The motion was adopted unanimously.

It was noted that that NorCal DECA financial base is down about 30%. It was clarified that they are intentionally operating at a slight loss to keep costs low for members and utilize their accumulated reserves based on the wishes of the chapter advisors from this District. This will eventually need to be addressed, but, for now this is their strategy.

It was noted that for the December meeting what would be the most helpful would be to look at a report of FY over FY for comparison and study. The Board also requested to get insight into source of funding and expenditure from a percent or other context to see what percent are state vs government vs donations vs students.

2017-18 Budget

The budget for 2017-18 was presented for review and consideration. It was noted that the budget for the year is largely the same in terms of budget categories and funds. This is based on best trend, assumption, and pattern.

DECISION

It was moved by Andrew and seconded to approve the 2017-18 budget. The motion was adopted unanimously.

December 2017 Board Meeting agenda needs to address the status and potential loss of SB0170 funding in 2018-19. This will give us the opportunity in the Governors Budget in June and the unknowns will be known and we can strategize and craft new vision from there.

Review and Approve 2017-18 Calendar

The 2017-18 Calendar was presented for review and approval.

Date is set, but the location is undetermined. The hotel industry has picked up significantly so our ideal facilities are not committing to hosting smaller events until 90 days out. The future growth of the Advisor Conference will necessitate an addition of conference in SoCal. There is still tremendous value in the whole state getting together and its valuable. Conceptually in the future having local one day events (possibly bringing in key startup students) locally/regionally. Consider also including stronger promotions on AMPED. And look at a trailer experience later in the year for chapters that startup after September but before District Conferences.

DECISION

It was moved by Luke and seconded to approve the 2017-18 calendar as modified. The motion was adopted unanimously.

The very important thing to our advisors and students is enhancing the WOW factor of the first impression for both students and teachers at events.

2017-18 Management Team Contract Review and Approval

The proposed Management Team contract was presented for review, approval and comment.

DECISION

It was moved by Carl and seconded to approve the DECA Management Team Agreement with TRI Leadership Resources for the FY 2017-18. The motion was adopted unanimously.

SCDC 2017 Review

Review and Recap

Invoicing still being finalized. Always most expensive conference. Margins are not as strong here just giving the bussing, security, and convention center place. Multiple facilities increases costs. SoCal will be healthier margins.

Maintaining Strong and Safe Environment

Growth in organizations means more success, opportunity, and goodness. It also invites negative aspects of societal issues from scammers to predators to illegal substances and harassment. For all stakeholders, especially parents, donors and administrators, having robust policy and practice here is key.

Doing everything we can to support advisors in deterring and negotiating their way through continuing to advance the student safety ecosystem is important. Everything the state does to support local schools who are the primary responsible party for their attending students is key to healthy culture, safety, and relieving advisor and school pressures and reassuring parents and students they will be in the safest setting to learn and grow they can.

Information, training, deterrence, and accountability is a key strategy. Supplies from folks external to organizations are a key to look at. Suggested strategies:

- Safety Hotline to allow for anonymous reporting (keeps advisors from over-reaching or abdicating their role). This could be a positive for hotel guests and students who will have freedom and ability to act as all can become reporting sources as well.
- Trained and certified drug dogs in the halls for revealing controlled substances.
- Law enforcement having presence and speaking in opening session about reporting unusual activities, external characters to events who shouldn't be there, or questionable activities.
- Increase security, law enforcement and venue security coordination and communication prior to major events. Explore if state staff can occupy security video monitoring with hotel security to assist in tracking and monitoring.
- Officers filming code of conduct video for peer to peer to education and expectation is key.
- Identifying a "Safety Official" from the Board or CA DECA to coordinate and support.
- Violations of the CA DECA Code of Conduct will be reported to the school and noted in school record and transcript.
- Also, the kind of element where "we are all responsible for brand" which includes safety and protection for all students.
- Adding back as a standing item to advisor training both in handling situations as well as trends we're seeing with students.
- Consideration of impact of making earlier curfew perhaps prompting a longer evening hour time frame may be something to look at.

Along these lines is recognition for chaperones and alumni coming from chapters for recognition is a key aspect because they are sacrificing and contributing a great deal to the success of DECA here as well. It was noted that advisor assignments are carefully planned to ensure that every chapter has chaperones or advisors available for student oversight, during competitive events management and social events. It was suggested that we revisit the DECA policies to stipulate specific rules and code of conduct. The Board noted that Advisor Assurance document gives the advisor much traction to support their home school rules and policies.

Feedback and Discussion

This really applies in measurable degrees to all events based on size, exposure, etc. for all student experiences and California DECA wants to be a model and safe haven for education.

Advisor Conference 2017

Still combined event. Penalty points will be big topic. Vision, values and culture of DECA key. Look at guest from National DECA to chime into training. For future, look at regionalized one day events.

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

SCDC Site for 2017-18

Reminder for 2018 is that we have moved from San Diego to Anaheim Marriott due to construction at the San Diego facility.

Format

- Friday open testing
- Saturday Night is open night in SoCal for Chapters
- Sunday night usual recognition session
- Monday morning is Grand Awards

Main issue with this move besides date format is that the main ballroom for Monday that holds the delegation is not available and the other space that could hold us is not large enough. Solutions could be longer awards session with shorter/no dance and mini-awards and finals. Or, we keep session on Monday but it would be more like rolling awards.

Board felt that the grandeur of the session as well as expense that it would be more ideal to host everything on Sunday night. Will be a long session and late, but more ideal. Also, increasing quality of social space in the evening hours is key to a healthy and social space.

DECISION

It was moved by Maureen and seconded to combine the Recognition and Grand Awards Session on Sunday evening.

It was moved by Carl and seconded to have full awards Sunday evening and follow with DECA social events to include dance, games, makeover corner and food.

The Board reviewed the change of curfew to be earlier in the evening in comparison to historical scheduling. While there was applause and fans of the move, there was also strong critique and feedback on it as well. The concept is to tweak timing a little more to accommodate for the natural flow of the conference is:

Day 1: Close by 11:00 p.m. (Friday) Suggest general session from 9:00-10:30.

Day 2: Close by 11:00 p.m. (Saturday)

Day 3: Curfew at Midnight (Sunday)

City of Anaheim curfew is earlier than the event curfew. It will be important to educate advisors and train this year that students cannot be out of hotel after curfew even if the conference curfew is later within the hotel because of the event schedule.

ICDC 2017

Review and Recap

As host state, we were very proud of our advisors and chaperones and those who stepped up to help with the swell in attendance and additional duties and shortfall in judges. It was noted that our CA DECA Twitter effort was running faster than the National DECA site.

Review of competitor results gives insights into the test scores being high but the performance scores being lower. This is many of the high-performance school strategies because it's more controllable and less subjective than the performance events.

Increase in 5K and starting the run later has brought question to the value of competition training. Feeling from some schools is getting together for state meeting should continue. But, value of competition training varies. From educator's perspective, having dedicated education and preparation time during what would be a normal school schedule is important. Original vision was to sharpen attention and mindset to get into the flow of conference and competition.

Concept would be to do the 5K in the morning and then host initial state meeting and competition practice (not training) at 10:00-12:00 p.m. starting as a "State Meeting" and then time for competition orientation and prep.

It should be known that that alumni and industry partnership feedback on DECA competition running a ICDC (e.g. FIDM) did not have a great experience. This could impact our judge recruitment efforts in Anaheim for 2018.

Feeling was somewhat that once students got to Universal, it was a better customized experience for DECA than Disney. However, the three hours on the bus for short time was rough.

ICDC 2018

Staff inquired about whether there should be changes to or eliminate the competition training aspect. Carl and Justin suggested elimination of the competition prep session and suggested concentrating on principles training for first time and younger competitors. Mary suggested shortening the to and including an opportunity to have DECA state officers participate and network. The Board requested that state officers provide feedback and suggestion on their experience with competition training. It was suggested to perhaps change the name of the session to “ICDC Competition Orientation and Preparation” and to still include a base overview but perhaps not as an intense training exercise. The Board agreed to push back the time (if training continues) to accommodate and support chapters participating in the DECA 5K.

Fall LDC

Staff recommendation is to simple one day events, throughout the state, in months of September, October, November and December that are more intimate, higher quality, and in smaller pods throughout the state as beta tests. Major segmentation either within an event or as standalone’s as key. Colleges were a tough place to work, but, it is certainly a draw for the students. Finding the right college is key (e.g. Berkley, Stanford, USC, Davis, Pepperdine, etc.)

Requirements of “WOW” is value. Lowest cost possible with the highest quality cool speaker and a ton of members. Competitor experience is two nights, different flights of workshops, breakfast function. Lots of alumni, officers, teachers presenting. It’s a first overnight experience activity for freshman and feel very special.

Key concept is one day event, large, make it awesome in the North and the South mid October.

The emphasis is looking at California and our vast resources for smaller venues and limited attendance with more frequent events to induce demand, chapter commitment, and make accessing DECA affordable and convenient and more frequent. Key concepts include mission-based events like Elevate for Chapter Officers, DECA Garage/Shark Tank. It was suggested that tracks for Competition, Leadership, and New DECA members are also important opportunities. It was also suggested that we organize events into an Elevate Track, Officer Track, and Principles Track. Overall we want to concentrate on unique, special, and impressive events, locations and speakers in varied locations throughout California.

DECA Officer Election Discussions

DAT Limits. At the state level there is a limit of two. Should that same policy flow and go to the District level? Board sentiments are that at the District Level there are many variables to consider. Some are stage of growth of an area, others are readiness to lead, even geographic factors into the equation. The idea is to be as inclusive as we can be for ready and passionate student leaders until it becomes inequitable to other schools and students. A concept of not letting the team be more than half of the officer team is a thought. Prevailing thought is to error on the side of letting Districts experiment and decide.

The key for District experimentation is that each District needs a set of District Bylaws that outlines their structure and governance and is approved by the California DECA Board of Directors.

DECISION

It was moved by Tami and seconded that all Districts of California DECA shall have District Bylaws and governance documents that are subordinate to the California DECA Bylaws under the authority of the Board of Directors.

The question of District Vice Presidents who run for DVP and lose, then run for state office and lose, is that an unfair advantage when being considered for a District Action Team Position. This question was posed by an advisor. The Board discussed it at length. In the end, the feeling was that if there is an advantage is negligible whereas the limitations to students in a setting where we are trying to build out a concept is not worth it.

Board posed question: "Can a District VP run for office and then run for President and give up DVP if they aren't elected?" Board answer, "NO" this is not allowed.

DECISION

It was moved by Juston and seconded to not allow District Officers to serve as State Officers. The motion was adopted unanimously.

District Action Team Advisor Stipend

The Board discussed the idea of how much a District Action Team advisor should be paid. There was lots of discussion about whether that should be same from District to District. In the end, it was determined the range should be very close and that Districts are the ones who ultimately decide the fate of their funds, but, that they should be close in responsibility and that the state does have authority synchronize these at another time if necessary. The Board clarified that District Action Team Advisors report to the California DECA State Director.

Board OperationsElection of Chair, Chair-Elect, Secretary and Treasurer

Board Positions change and become effective at the beginning of the fiscal year. Luke is getting married and moving to Northern Virginia and will be relinquishing his role as incoming Board Chair. Full election of all officer positions will be need.

- Carl nominated Juston for Board Chair
- Carl nominated Christina for Vice Chair/Board Chair-Elect
- Maureen nominated Tami for Secretary
- Carl nominated Maureen for Treasurer

DECISION

It was moved by Carl and seconded to approve the slate of Board Officers for 2017-18 as nominated. The motion was adopted unanimously.

Number of Board Members Per Chapter

Ideally the idea would be to spread leadership as far as we can throughout the state and Districts. However, you cannot legislate that, it must be grown and promoted. Placing a restriction on number per school when there is interest, experience, and affection for DECA is unwise given the current volume of interest. The key is that there is REPRESENTATION of all students represented on Board and Officer team. It makes more sense to have ability to have two from one school than have an empty spot with no voice.

Announcement of Elections from Districts

Possible candidate was discussed from Harker, however; Mary commented the need to keep and maintain diversity on the board with an emphasis in socio-economic representation to support student access and equality. Recommendation to put out an active search for SV District.

NEXT MEETING

Next meeting will be held in Anaheim on Friday, December 8 with arrival on Thursday evening.

ADJOURN

It was moved by Luke to adjourn the May 2017 Annual Board meeting at 2:53 pm. The motion was adopted unanimously.

Respectfully submitted,

Christina Charlton, Board Secretary

May 12, 2017
Date