

BOARD OF DIRECTORS - MINUTES

California Association of DECA, Inc.
Board of Directors Meeting
Santa Clara Marriott
December 6, 2019

The following California DECA Board of Directors participated in the meeting:

Board of Directors in Attendance

- Juston Glass, Board Chair
- Jodi Morgan, Board Secretary
- Molly Anderson, State Advisor, California Department of Education
- Kerry Moquett
- Dennis Mifflin
- Michael Aechatel
- Brad Fulk
- Tami Raaker

Staff Attendance

- Ryan Underwood, Executive Director

Board Members Not in Attendance

- Maureen Rankin, Board Treasurer

A. Introduction

1. Call To Order

Board Chair Juston Glass welcomed everyone to the December Board Meeting and called the Board Meeting to order at 8:03 a.m.

2. Welcome and Roll Call

Board Secretary Jodi Morgan conducted Roll Call and announced a quorum present to conduct the business of the association.

3. Approval of the Minutes from May 2019

The Board reviewed and discussed the minutes from May 2019 Board Meeting.

DECISION: It was moved by Dennis Mifflin and seconded to approve the minutes as presented. The motion was adopted unanimously.

B. Reports**1. State Advisor Update (Molly Anderson, California Department of Education)**

Molly thanked all the Board Members on behalf of the California Department of Education, State Superintendent Tony Thurmond and newly appointed CTE Director Prahdeep Katamraju for their service and stewardship of California DECA. Molly also shared greetings on behalf of Michelle McIntosh our former California DECA chapter adviser, state adviser and now the CTE Administrator.

Molly briefed the Board on the CDE's July 2019 CTSO Directors meeting held in Sacramento at the Department of Education. She shared that Ryan and Dennis represented California DECA and did an outstanding job representing DECA and all the progress and innovations that we've been making over the past few years. The State Plan for CTE was discussed and plan for public comment and contribution to molding CTE under the new Perkins Reauthorization for the coming years.

A. Affiliations

Molly shared that continued attention was being made for all CTSOs to be compliant with state standards for having a chapter on campus. The Board was reminded that the high-quality standards for CTE require a leadership and career development component and that the Department clearly sees this as a CTSO aligned with approved and specific CTE curriculum. For schools who wish to have a DECA chapter or CTSO there must be:

1. A CTE Program (e.g. to have DECA it must have a marketing or business program)
2. Properly credentialed teacher (exception: Private Schools) serving as the primary advisor
3. Students must have been enrolled in the CTE courses.

With those three items in place a chapter is authorized if there is an affiliation agreement that has been reviewed and approved and compared with Cal PADS courses. Physical review of credential on CDE website. Principal signs off on classes currently for DECA (this is new for some CTSOs). CDE absolutely want classroom/course integration with student leadership not a student managed club.

The Board shared continuing concerns about sister CTSO's in California not being held to the same affiliation standards. This disparity is a continuing discussion and concern of the Board. Molly noted that the State is working hard toward high-quality CTE programs by reinforcing rules and regulations and that noncompliant schools and organizations are being addressed.

The Board shared their appreciation for bringing continuity and alignment to each of the organizations as the lack of consistency has not only made it difficult for DECA in terms of turning away students, teachers, and programs, but with other organizations being allowed to have noncompliant programs it was tarnishing the image of compliant organizations as not being inclusive or being a champion for students who wanted to be a part of these organizations. Molly reinforced that she understood these concerns and assured the board effort was underway to continue addressing.

B. Travel

Eleven states, that do not have gender equality laws, have been banned from state employee travel. For this reason, California Department of Education will not fund travel for State representatives to CTSO events in states that are banned (e.g. Georgia and Tennessee hosting FBLA or DECA National Conferences/Meetings). Molly noted that she would be unable to attend these functions to support California DECA.

The Board discussed the importance of having the State Adviser and State Staff in attendance at these events and the possibility of supporting State Advisor travel from DECA generated revenues.

DECISION: It was moved by Kerry and seconded to authorize funding for State Advisor travel from DECA generated revenues in cases where California prohibits use of state funds for attending meetings in the 11 banned states. The motion was adopted with Molly Anderson abstaining from voting.

Molly reminded the Board that the primary CTSO advisor must be the travel advisor not a chaperone. This is related to high quality CTE programs standards and the learning experience for DECA members. The Department is trying to prevent having an advisor in name only and allowing others to do the main instructional work.

C. CTEIG Grant Funds

Molly reported that the Legislature committed to \$156 million in ongoing funding for CTE via CTE Incentive Grant. The grant has to be applied for each year and is not as restrictive as Perkins. The Application process is robust. There are currently 481 CTEIG applications in house that need to be read and scored by December 13. CTSO programs qualify for funding. Molly reported that she is seeing a disconnect between grant writers and CTE instructors. All DECA advisors need to make their needs known, find out who is writing the grants in districts, and get DECA included. Advisors need to ask for support or DECA. Request funds for chapter affiliation, travel, activities, registration, etc. Another application coming out January for \$156 million for this year.

D. Industry Partnerships

CTE Administrator Michelle McIntosh is currently attending ACTE national conference in Anaheim. She met the head of Facebook Education and wants to connect with DECA on a free Social Media Certification.

There is a statewide advisory meeting in LA in January. If there are strong industry partners where we have chapters, please get to Molly to invite to this meeting. There is a \$99 certification cost and CDE is looking to see if covered by CTEIG and/or Perkins.

2. Management Team Report

A. Membership/Conference Review & Stats

California membership is trending at 4,854, which designates a nice growth pattern over the past few years and recovering from the increased standards that cost DECA more than 30 programs and 2,000 members. Current membership is up 100 over last year and at the current rate we are projecting membership will exceed 5,000. Membership affiliation tiers set by California allow us to be eligible for additional outside funding sources. Greater balance across all three California DECA Districts is being achieved which has been a continued goal of the Board to see strong and equal growth in all areas. It was also noted that the new DECA Styles online leadership assessment aligned with DECA mission, values, and programs already has more than 2,600 completed assessments assisting chapters in aligning students with a more specific pathway of DECA involvement.

It was noted that the Board would like to see side-by-side reporting of previous years membership to assess. The Board was pleased to continued growth in SoCal up to 1,700. However, the Board also wants further insight into why there is not greater participation in SoCal attending Districts. Dennis replied that Granada can only travel one time per year and that as one of the largest chapters this really effects total conference numbers. It was also noted that newer schools take fewer students to events in their early years of involvement and then grow from there. Another factor is that mini conferences in the South can also be a substitute or competitor to participation in Districts. An idea was shared to perhaps allow students to come for just one day or develop a one-day conference format.

Fall Leadership Conference

The Board reviewed the first statewide California DECA FLC. It was noted that the overall programming was strong and well received by most members. Attendance was noted as underwhelming in comparison to the size of California DECA and the location of Anaheim. It was noted that Veteran's Day Weekend was a very busy time over the holiday. What was thought to be an ideal weekend for teachers and students because it would not require a school absence to attend actually did not work in our favor in terms

of schools choosing other options for the break and very high seasonal activity in Anaheim and at Disneyland. It was also noted that local schools are really clamping down on how many days of travel or school can be missed to attend events. Staff are already looking at fall event concepts and it was noted that California DECA will be the host of WRLC again in 2022.

Advisor Conference

The Board briefly reviewed the 2019 DECA Advisor Conference and noted how much the new location, atmosphere, programming and resources were appreciated. It was the first time in a long while that the event had been held in the South. The keynote speaker and competitive events practice testing amongst advisors was fun and reminded advisors of what it was like to be a competitor.

A brief discussion to acclimate new advisors and get them more involved at conferences transpired. Ryan addressed the fact that New Advisor training is intentional from the CA DECA Director standpoint. A suggestion was made to include an Advisor Lounge or Reception at our upcoming State Conference for networking and offering an opportunity for advisors to connect with one another. Perhaps send invitations and make it important. Molly chimed in that we must be aware of budgeting for the cost of food/beverages if these expenses are included.

B. Status of Chapter Grant Funds

Chapter Grant Funds have been released. Having a provisional approval has assisted with financial planning and preparation going into 2020. Chapters qualify from activities performed in the previous year for the funding. The disbursements of funds have to be timed according to financial plans and actual release of funds from CDE.

3. State Officer Team Report

Overall, the Board is quite impressed with this year's officer team and their initiatives. Officers demonstrated engagement at Fall Conference and through video production of their Program of Leadership. Instagram content and participation was strong and the Board was pleased with this.

Comments and critiques were stated as to the validity and effectiveness of the State Officer Report. The Board appreciates additional context in the report and also would appreciate hyperlinks to videos so they can be more easily accessed and reviewed. The Board also wants to know the status of the mini-con guide, lanyard project, scholarship for conferences and other initiatives. The Board is a fan of these ideas and wants to see that they are tangible and get accomplished for chapters and members.

The State Officer Team provides updated reports for every board meeting. A suggestion was made to forward the State Officer Team Report to Local Chapter Advisors to keep them informed.

C. Action Items

1. Financial

A. Review and approval of 2018-19 year-end Financial Statements.

DECISION: It was moved by Brad and seconded to approve our 2018-19 year-end Financial Statements. The motion was adopted unanimously.

B. Review and approval of 2019-20 year-to-date Financial Statements

It was noted that Maureen as board treasurer receives monthly bank reconciliation monthly and has access to the source documentation and that all members are open to review QuickBooks reports and entries. The Board Group folder also contains the financial statements for California DECA and districts.

It was also noted that CDE had authorized our contact funding this week and that we were now officially authorized to begin submitting invoices.

Overall, we're in a healthy financial position. Earning a couple of hundred dollars monthly in interest (cash-on-hand).

2018-19 Gross income of \$948,000 compared to \$929,000 in expenses yielding a margin/reserve \$19,000. Cash on hand \$220,000 to conclude the year with \$148K in accounts receivable to close the year. As of the last reconciled period ended October 31 CA DECA has \$245,000 in cash with \$31,000 in receivables and Investment Account with \$26,000.

Financial Studies are underway for 2017-18 by Ruboyianes CPAs and will be available for the May Board Meeting. Then 2018-19 fiscal year will be up next.

The Board questioned whether it was wise for Nor Cal to have a District Action Team if it was going to prompt them to have a financial loss. It was noted that this was an intentional decision to cover District Action Team expenses, which is why they have a negative margin. The recent increase for NorCal CDC registration should gleam positive financial results going forward.

All California DECA conference equipment is asset tagged, scanned and recorded in an online service called Asset Tiger. All equipment is insured, and insurance levels assessed annually to ensure adequate coverage in case of theft, loss or damage. Purchasing and

using our own equipment at conferences has substantially improved our bottom line by not having to spend money on equipment rental and setup. It is additional work for staff and volunteers and there is an additional cost for storage and transportation. But, these costs are a fraction of the escalating hotel and convention center pricing.

Juston requested an inventory (asset) report when we do our year end financials so the Board can stay in tune with new equipment purchases as well as sunsetting and disposal of aging gear. The Board also requested from staff a recommended level for expensing vs depreciating asset and equipment purchases for the May Meeting.

The possibility of applying for a Facebook Education Grant was briefly mentioned. Long-term alumni connections and donations could be a consideration for financial improvement. The Board noted that it is time to renew our work to diversify our income funding sources and seek grants and sponsorship in order to continue providing more opportunities and to encourage growth.

C. 990 Group Filing Submitted

The 990 Group tax return has been filed. It's filed with National DECA, who in turn will file the documents with the IRS on our behalf.

D. Appoint Audit Committee

It was noted by the Board that according to our internal policy it was time for us to conduct a full audit. Molly noted that while CDE had previously moved in the direction of requiring a full audit every year that they are relaxing their standard to allow for audits in one year and alternating to financial studies/reviews as we have been conducting each year in the next year. Ryan noted that as we grow larger and seek more substantial funding that planning and having available audited financial statements will become a regular part of being a best-in-class nonprofit. It was noted that in order to comply with GAAP and accounting separation of duties that our Board Treasurer should not be a member of the Audit Committee.

DECISION: It was moved by Tami and seconded to appoint Dennis and Michael to head our Audit Committee. The motion was adopted unanimously.

DECISION: It was moved by Tami and seconded to appoint our Audit Committee to serve a two year term.

The goal is for the Audit Committee to independently conduct a search of firms and to report back pricing and recommendations, ideally for the May Board Meeting.

DECISION: It was moved by Tami and seconded to amend our audit policy from being conducted every 5 years with reviews in subsequent years to audits being conducted

every other year and alternating to reviews in non-audit years. The motion was adopted unanimously.

2. SCDC

A. Update on conference planning & preparations

The Board was reminded of the conference format change from Thursday-Saturday to Friday-Monday format. All activities will be at the Santa Clara Convention Center and not at the Marriott.

Bus transportation is not planned for SCDC due to substantial cost.

In addition to the Marriott, the Hyatt and Hilton have offered additional housing blocks. Chapters with special needs will be assigned to the Hyatt given its close proximity to the convention center. Otherwise, there is not first-come, first-served policy on housing. Every effort is made to accommodate chapters who submit registration early, however, housing is conducted to puzzle piece together lodging to avoid California DECA having to pay attrition penalties at any particular location (e.g. we fill up two of the hotel blocks completely and leave a third block partial and end up paying penalties). Housing is carefully managed to fulfill our hotel agreements and ensure we are not penalized for unnecessary costs. The Board noted that school districts need specific hotel information to approve DECA travel. It was also recommended that new chapters be assigned if at all possible to the Hyatt as it is the first time to SCDC and it may improve their experience by removing one more logistical item for them to manage.

It was noted that ridesharing at conferences are the responsibility of local school policy. Our Code of Conduct states students are not allowed to use private transportation. This includes resources such as UBER, LYFT, etc. Students are not legally allowed to be transported by UBER, LYFT, without an adult, as they are underage.

It was noted that the state will provide draw string bags so that students can easily switch between comfortable shoes for walking and professional shoes for presentations and conference participation. Advisors are encouraged to bring umbrellas in the event of inclement weather.

The annual dance and Great America activities have been excluded from our schedule due to cost and student feedback on the increasing limited attractions to attend. Additional security will be posted. Advisors will be encouraged to have team dinners and be aware of down time. Discussion to eliminated Dance Contract and lump it into Code of Conduct was recommended.

B. Plan for Candidate Booths for 2021 and beyond in light of DECA, Inc. Changes?

The Board discussed recommendations to follow National DECA's lead and eliminate candidate booths for continuity. Speaking time and Caucus with Voting Delegates sufficiently allows candidates to showcase their qualifications and allows Voting Delegates responsibility to discuss their findings with teammates. As advisors, we must reiterate to state officer candidates that if they are not currently enrolled in a CTE course, they will not be eligible to hold a state officer position.

Ultimately, the Board affirmed that the Candidate Booth process was a valuable experience and that this tradition should be maintained at the state level for 2021.

RECOMMENDATION: The Board recommended the Dance Contract be updated to an "Activity Contract." It was called out that it seems a little odd to sign a dance contract when there is no dance offered at the conference. However, the intent is really for any social activity and perhaps this is a better terminology to use. The General Code of Conduct covers activities. Ultimately, the Board determined that it is a management decision on Dance Code if there is a dance and if we do not offer a dance to perhaps eliminate the form.

3. ICDC 2020

A. Conference Update

California will be in two hotels: Residence Inn, Nashville-Green Hills and The Hilton, Nashville-Green Hills. We may not be able to plan for the closing activity that California usually facilitates. Considering options, i.e. a breakfast, or other accommodations are in progress. Management reported that DECA's draw in the lottery was 51 and our options in Music City were more limited than other ICDC locations. While no activity is currently confirmed, the Board asked Management Team to look more closely at a breakfast or dinner or perhaps renting a restaurant near the arena so we can close ICDC strong as is our tradition.

Eligibility as it relates to VBC, SMG and Online Challenges & SCDC requirement

The Board discussed the Management Team's request to consider if California DECA should hold the line on Virtual/Challenge and online events to be required to attend SCDC or be allowed to go direct to ICDC. As a reference, this is not allowed for Academies and other attendance.

DECISION: It was moved by Brad and seconded to make an exception for DECA Comprehensive Learning Program competitive events not offered at SCDC (e.g. online events) to qualify to direct attend ICDC at advisor discretion. The motion was adopted with 6 affirmative votes, and 1 no with Kerry abstaining.

4. Advisor Conference 2020

A. Santa Clara Marriott: September 18-19, 2020

The Board felt 2019 Advisor Conference was a great experience, especially the testing segment to get an idea of the anxiety student's goes through. This led to a discussion about enforced proctoring during testing sessions on the local district and state levels. Proctors should be trained on how to appropriately facilitate testing sessions. Suggested to have chaperones assist in overseeing testing areas and alert proctors of any issues. More hands are needed on deck for testing and proctoring to help it run more efficiently as we grow.

The TEACH DECA session was extremely informative. There is no need to reinvent the wheel. Everything imaginable is posted in TEACH DECA.

Content: Board inquired about any methods to watch advisor conference remotely, on demand or receive later. Can we Facebook live or record and edit? It was noted that the complimentary resources draw and that this is important to feeding the culture and community of DECA. KEEP stressing on vocabulary, terms and definitions. IT was suggested to look at Kahoot's and other ways to gamify testing prep and rehearsal and partner up with a new advisor and veterans on basics at advisor conference. We should always look at entertainment or outing if we can afford as it is appreciated.

RECOMMENDATION: A suggestion was made to create ways to simplify Membership Portal conference registration and find ways to make our time more efficient. Is there any way to upload a spreadsheet? Adding one-by-one for large chapters can take weeks. Is there a "large chapter" support package or way to pay a reasonable fee to conference staff to enter, it would be a game changer (takes two weeks of lunches to get everything entered!). Is there perhaps an incentive that after your chapter size or conference attendance grows over a certain size you get extra white glove service to help large programs?

RECOMMENDATION: Chapters would add more alumni if they could be counted in the chapter affiliation level. "We will fill them up" if they are allowed. There's no benefit to leaving the tiers unfilled and it would help chapters engage alumni which helps schools and the state. Look at this as an opportunity.

QUESTION: How do we address concurrent enrollment when a student is an officer, runs for office, and cannot access a class for concurrent enrollment? As a Board, are we prepared to remove an officer if they cannot take a class? How do we communicate this? It was noted that the school signs documents and needs to make an officer a priority for class assignments. Currently there are penalties for dynamic students who would be amazing officers, but, either there are not enough classes, or the classes fill up. Need students and teachers to be advocating in these situations to push for more

classes, especially considering funding. It was noted that it is also an equity and access issue for rural/remote areas of California in terms of fielding candidates for leadership positions.

5. Special Event Sponsorships

A. Cyndi Whitton: AAM

DECISION: It was moved by Tami and seconded to name the Apparel and Accessories Marketing event for 2020 SCDC to be the “Dr. Cindy Whitton Award” to honor her legacy and contribution to DECA. The motion was adopted unanimously. Tami and Molly agreed to help with invites to the family.

B. Daryl Olsen: Principles Events

It was moved by Tami and seconded to rename the Founder’s Award from SV DECA to be the Daryl Olsen Founder’s Award for the 2020 SCDC. The motion was adopted unanimously.

C. JoAna Sydow Community Service Project

Funds are still available to continue the JoAna Sydow Award. Switch Community Service sponsorship to the Community Giving Project.

6. Local Chapters Planning Statewide/Regional Events (e.g. San Jose Sharks).

The current policy is that CA DECA must be notified if a school is planning an event involving 2 or more DECA Chapters. Any event beyond the borders of your school must be approved through a channel of communication including the Advisor and the CA DECA Director to ensure continuity with program, insurance, calendaring, and most importantly protecting students. There have been instances in the past of predatory event sales personnel using access to local schools through a CTSO like DECA to try and go around CDE, Board or State policy and taking advantage of students.

DECISION: It was moved by Juston and seconded that the state must be notified any proposed DECA activity outside borders of school and that CA DECA or Board may approve, and further, communication via email regarding approved opportunities must be coordinated by the State Association.

7. Alumni Service Awards

How do we say THANK YOU to our amazing alumni and how great they are? List all alumni in the program? How can we honor them well? Process recommendation was for advisors to tell the state during their registration if they are to receive 3, 5, and 10

years and beyond. We'll recognize at state with lapel pins and stage recognition. Brycen will request from advisors.

8. Debrief FLDC and Plans for Fall of 2020

Various Board members chimed in on their experience and perspective on FLDC. Keynote speaker admirable. Workshops encouraged creativity and critical thinking. Educational and fun. Met new people. Not as challenging for upperclassmen.

Mountain House

- Leadership was lacking and basic. Wanted more rigor and in depth. More hands on.
- Entrepreneurship...more energized. Role play was cool.
- Hospitality...bored. Too simplistic.
- Liked Jake speaker. Motivational.
- Connections made valuable.

Jodi Morgan

- Workshops positive.
- Videos were taken of workshops and sent to parents.

Dennis Mifflin

- Students rotating was really great idea
- Everyone getting to intentionally listen and actively present was a great concept

Juston Glass

- Venue was great. Sheraton was fine for group size.
- Thanks to CA DECA high quality content.
- Theme was awesome.
- Jake was cool.
- Numbers need to be improved. Younger kids liked it more.
- Competition component was cool.

Planning for Future

- WRLC Seattle – 2020
- WRLC Phoenix – 2021
- WRLC Anaheim – 2022
- Power Trip DC – 2023

SV DECA does not want to plan and go to their own FLC. Is there a mid-range to new chapter experience? Go to WRLC or go to plan a District event? Can we look at regionalizing

and doing some experienced-based events smaller single day events and different locations for overnight? Can we decide in May? Let us continue to think and dream about how we can take advantage of all California has to offer.

9. OTHER BUSINESS

A. Casual Dress Code clarification.

Include specifics dress code details in Program, as student reference this document more frequently than the Code of Conduct. Can we put in the SCDC Conference program the dress code for each event and activity to help advisors and students plan?

B. California DECA Bylaws Review

Dennis highlighted various areas within the current bylaws document that potentially needed to be clarified and updated. Ryan projected the bylaws and presented each section in question. The current Board size calls for 11 members. Propose to reconfigure Board to 13 as follows:

3 Representatives per District (Total of 9)

Two reps are current DECA educators

Third one may be DECA advisor or DECA affiliated educator/admin/alum/higher ed selected by their respective District.

At Large Appointed (Total 2)

Allow appointment of 2 additional statewide “at-large” board members from industry, alumni, retired executive, business, DECA affiliated.

CDE Ex-Officio

(by policy/practice State Adviser would have right to vote on behalf of CDE but, per CDE would likely abstain from all voting unless necessary)

Ryan will follow up by incorporating our recommendations, merging this document to align with National and represent it at the next board meeting.

D. Next Meeting: May 15, 2020 – Sheraton Grand, Sacramento, CA

E. Adjourned 1:31 PM

Respectfully submitted,



Jodi Morgan, MBA
California DECA Board Secretary