



## Oregon Future Business Leaders of America Foundation, Inc. Board of Advisers Meeting

Friday, August 5, 2011 9 a.m.  
Minutes

### **Roll Call:**

Roll Call indicated that the following members of the Board of Advisers were present:

Jacinda Sullivan, Board of Advisers Chair

Cole Mulkey, FBLA State President

Mike Oechsner, State Adviser

Judy Story

Peggy Anthony

Sheri Bartels

Kristi Dimmick

### **Call to Order:**

The meeting was called to order by Board of Advisers Chair Jacinda Sullivan at 9:01 a.m.

### **Notation of Electronic Approval:**

It was noted that the minutes of the February 28, 2011 Meeting were approved electronically prior to this meeting.

### **State Officer Update:**

#### Discussion:

State President Cole Mulkey shared the update from the State Officer Team. Cole shared that the officer team is incredibly proud of Oregon's first accomplishment this year – our most successful year ever in NLC competition, with 28 students making it on stage. The state officers were very proud of their efforts to support our winners by being at the edge of the stage to congratulate them.

The state meeting at NLC was incredibly successful. While we had challenges with pictures being in a different location, we overcame the adversity and did an excellent job of representing Oregon.

Our Executive Vice President, Taylor Sarman, had an awesome race for National President, and he successfully overcame six other candidates for this office.

Cole shared that the state officer team uses a program called Yammer to keep their teammates up-to-date on their efforts. Yammer is similar to Twitter in that it's designed for quick updates,



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but it's more of a private version of Twitter where the team can communicate with each other. The team is within 47 posts of catching up with last year's entire team total, so they're very excited about keeping each other up to date and communicating their efforts. Each officer is expected to do a minimum of five posts per week.

The Board of Advisers congratulated the officer team for a job well done at NLC.

Cole shared that we're re-vamping the Presidents' Council this year. Ideas and approach are currently in development – and they include a move to a “FBLA Q&A” call that will be hosted each month, a podcast created, and recognition to the sources of the questions. We are taking an entirely new approach. Cole recommend taking off the 15 points for Chapter of the Year for PC participation.

### Decision:

The Board of Advisers concurred that removing the 15 points from Chapter of the Year for Presidents' Council participation was a logical forward move.

### Direction:

Prior to publication, the management team will remove Presidents' Council participation from the Chapter of the Year process.

### **Service in Sync Proposal:**

#### Discussion:

The state officer team has determined that they would like to continue Service in Sync; however, they would like to withdraw their current proposal for Service in Sync, as they'd like to be fully supportive of the national POW since the concept has been adopted nationally. Once the National POW is published, Oregon's plan will be aligned with it.

#### Direction:

Cole, Taylor, and the Officer Team are awaiting the release of information from the National Center and will update the proposal as soon as it is released. The goal is for Oregon to align with the national efforts. An updated proposal will be sent to the Boards once the national program is released.



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### Vice President of Public Relations Proposal:

#### Discussion:

Cole shared that the officer team is proposing the addition of one state officer to the team for the future. The position is a Vice President of Public Relations. This position will be responsible for all media efforts, videos, and public relations.

There would be an additional cost to the organization of approximately \$5,000. The team feels that this would be justified in our increased public relations, awareness, and higher level of quality.

Cole shared that the proposal is to have this position be an appointed position. Candidates would submit work samples, participate in interviews, and the best candidate appointed. Appointments would be based on two votes from the officer team, one from the Board of Advisers, and one from the Board of Trustees.

State Adviser Mike Oechsner explained the process for a bylaw amendment, which this move would require – the officer team would propose concept to the Board of Trustees, then develop language for a bylaw amendment and present it to the Board of Trustees. Notice would be sent to chapters, and the amendment would be voted on at SBLC. The change would take effect on July 1 following the vote, and at the next SBLC is when we'd appoint our first Vice President of Public Relations.

Jacinda asked for clarification – would this person be a part of the State Officer Team? Cole shared that yes, they'd be a fully engaged and a full member of the officer team.

Judy Story asked about what the team would do to generate the funding to cover the \$5,000 cost for this. Cole shared that the team believes that the additional public relations will help grow membership and strengthen our presence in all forms of social media, promotion, and public relations. Jacinda shared the concern about funding.

Sheri shared that she believes it's a fabulous idea, but is concerned about taking on the additional expense.

Judy shared that she was a part of the Board of Advisers when the officer team was reduced in size, and she's hesitant to be a part of growing it before we have the finances available to make this happen.



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### Decision:

Judy Story moved and it was seconded to encourage the State Officer Team review their proposal and bring it back to the Board of Advisers when they can provide a funding source. Motion Carried.

### Direction:

The State Officer Team will work on how to fund this and return with the concept at the next meeting.

### **Transition from Newsletter to Blog**

#### Discussion:

Cole shared that at one point, we developed a printed newsletter. Several years ago, we transitioned to an online newsletter. The State Officer Team is proposing that we move one more step and utilize an online blog to replace newsletters.

With the blog, each officer will be in charge of one article every two months. This would mean that we update each week with a new article, keeping our news fresh and current.

We would continue with our Back to School Newsletter – using this as a place to promote our move to a blog. It would also give our members the opportunity to comment on our Facebook page about what they liked; generating new discussions, conversations, and real time feedback.

Another great aspect of the blog is that we have the ability to see statistics – how many people are reading, what articles are getting greater response, and what successes are taking place.

Peggy asked for clarity about how we are monitoring positive comments. Cole shared that comments and feedback are based on our Facebook page, and the blog is secure. Our Facebook page has a collection of administrators and moderators including staff and officers who constantly monitor posts for appropriateness.

Cole feels that this is better aligned with what our members are doing, what they're reading, and that we will have more real-time success with this move.

Jacinda echoed the concern about monitoring posts and need to ensure that we're monitoring comments and appropriateness to protect our image.



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### Decision:

Peggy Anthony moved and it was seconded to endorse the State Officer proposal and move the state newsletter to an online blog immediately following the back to school newsletter issue. Motion carried.

### **SLDC Update:**

#### Discussion:

State Adviser Mike Oechsner shared an update on the Student Leadership Development Center. As of June 30, 2011, the Oregon Department of Education contract with the Willamette ESD has ended. All staff at the SLDC were laid off.

The state budget currently includes \$120,000 for Student Leadership Development and CTSOs. Ron Dodge is currently working with a team to polish up the Student Leadership Development Foundation (non-profit entity) to serve as the contract agent for these dollars. The Board of Directors for the Student Leadership Development Foundation will be comprised of one voting representative from each CTSO, one ex-officio non-voting representative (State Adviser/Director), and the Consultants from the areas of study at the Department of Education. The Board of Directors will allocate funds, and the ultimate goal is that all organizations will work towards sustainability. Oregon FBLA has been cited as the “model program” amongst the CTSOs, and everyone should work to have what we have.

The Executive Committee of the Board of Trustees has indicated to the Department of Education that FBLA will donate its share of any funds for the current bi-ennium back to the other CTSOs as they develop plans to become self-sufficient. If funding continues past the current bi-ennium, Oregon FBLA will receive its share of funding.

### **Award Sponsorship**

#### Discussion

State President Cole Mulkey shared that the state officer team has committed to raising \$175 each, a total of \$1,400 for first place winners in competition. The plan is for \$100 to be awarded to first place winners in competitive events.

The management team has committed to match these efforts up to \$1,400, with a total result of \$2,800 in cash awards for competitive event winners. We would be the first CTSO in Oregon to offer cash awards in competition.



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Peggy Anthony shared her concern that this is going to be a challenge for her community and her state officer. The local chapters face struggles with their own fundraising efforts, and this is an added burden. Mike clarified that what we're looking at isn't an expectation – it's a goal. And, we're not necessarily asking officers to look in their back yard – Portland is home to our annual conference, and there are a vast number of opportunities in Portland for officers to reach out to.

### Direction:

The recommendation from Board of Advisers is that if we go down the direction of award sponsorships, we'd like to have awards for all first place winners, even if it's a smaller amount.

### **Management Update:**

#### Discussion:

State Adviser Mike Oechsner shared the Management Team Update. The dashboard indicated 2010-11 annual revenues of \$289,526 and expenses of \$284,956 for a net operating income of \$4,570. Attendance at our events was strong and close to or within budget.

The operational need for the organization is an approved operating budget, which will be addressed at the Board of Trustees Meeting on Saturday.

Membership was 2059 compared to 2112 last year. We had 59 chapters compared to 65 last year. Considering program reductions and eliminations, we finished the year with an incredibly strong situation.

Oregon FBLA really had a year to celebrate. We had more students than ever before on the national stage (potentially among the top three in the nation), we are home to the national president, and in a time of economic downturn, we again had zero fee increases. With all of the above, we still operated responsibly and in the black.

Peggy Anthony shared that Elgin has cut 5 teachers and 5 teacher's aids. Judy shared that Klamath Falls Community College cut a position in the Business Department. Jacinda shared that John Valadez was cut from Rogue River High School due to a reduction in force. There is a new Business Teacher at Bonanza High School, and we need to mentor that chapter. Jacinda texted John Valadez during the meeting and shared that he intends to start a new FBLA Chapter at North Valley, where he will be teaching this next year.



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Judy Story, and the rest of the Board of Advisers, shared their appreciation for the awesome communication that they receive from the management team. Emails and phone calls always receive prompt response, and that means the world to Advisers. It is very much appreciated.

### **CLT Overview**

#### Discussion:

State Adviser Mike Oechsner shared the overview of the Chapter Leadership Tour. We will be adding a track this year for “Experienced Members” that will be presented by the local BOA representatives during each stop.

The final schedule for the Chapter Leadership Tour is as follows (actual start and end times may change by location):

8:30 a.m.	Registration Opens
9 a.m. to 9:20 a.m.	Opening Session
9:20 a.m. to 10:20 a.m.	Breakout #1
10:20 a.m. to 10:40 a.m.	Break
10:40 a.m. to 11:40 a.m.	Breakout #2
11:40 a.m. to 11:50 a.m.	Break
11:50 a.m. to 12:10 p.m.	Closing Session
12:10 p.m. to 12:45 p.m.	Lunch
10/3/11	CLT at Grants Pass High School
10/4/11	CLT at Mazama High School
10/5/11	CLT at Baker High School
10/6/11	CLT at Canby High School



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The Experienced Member Track will be led by advisers – the BOA Members – and will flow as follows:

### Breakout #1

#### **Title: College & Career Readiness**

Scholarships (developed by Peggy Anthony)

School to Career vs. School to Higher Education

(developed by Tonya Boustead)

Preparation for Adulthood (developed by Josh Parosa)

### Breakout #2

#### **Title: Image & Presentation**

Facebook & Social Media (developed by Kristi Dimmick)

Dress for Success (developed by Sheri Bartels)

Resume Development (developed by Jacinda Sullivan)

Successful Interview Skills (developed by Judy Story)

The flow for BOA Members will be as follows:

10/3 Grants Pass

Kristi & Jacinda

10/4 Mazama

Judy & Steve

10/5 Baker

Peggy

10/6 Canby

Josh, Sheri, Adriann, & Tonya

### Direction:

Board of Advisers Members who have committed to developing a lesson plan will send their plan to Mike by 8/20/11.

Mike will let Tonya know of her assignment.

Mike will distribute the master lesson plan for the Experienced Member Track by 9/1/11.

### **Oregon Leadership Institute**

#### Discussion:

The Oregon Leadership Institute will be held November 6-7 at the Sunriver Resort. We will follow the same basic schedule as we have in past years. The event will continue to include an etiquette dinner.

The State Officer Workshops will be entirely different from CLT, a change from past practice.



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We will invite local chapters to present workshops – a new element. This will be their opportunity to showcase new things in all arenas.

The Board of Advisers asked that the Management Team develop curriculum for the adviser sessions.

### Direction:

Mike will send out a “call for presentations” to encourage chapters to present workshops at OLI.

The Management Team will develop the curriculum for the Adviser Sessions.

### **Competitive Event Guidelines**

#### Discussion:

The Board of Advisers reviewed their activities from the work session. Our plan is to adopt all national competitive event updates, create a new Alumni of the Year recognition event, add a Business Literacy competitive event that will be an online test, add the National Business Honor Roll to our competitive events guide, create a new Digital Scrapbook event, and update our process for Job Interview.

#### Decision:

Peggy Anthony moved and it was seconded to adopt all national competitive event updates, add Alumni of the Year, Business Literacy, and Digital Scrapbook, and update the process for Job Interview. Motion Carried.

#### Direction:

The management team will update all competitive events in our manual to match the changes from the national center.

Sheri Bartels and Judy Story will develop guidelines for the new Digital Scrapbook. They will send their draft to Mike by August 20.

Josh Parosa and Kristi Dimmick will develop the guidelines for Alumni of the Year. They will send their draft to Mike by August 20.

Mike and the Management Team will develop the guidelines for Business Literacy.



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### **Adviser Institute:**

#### Discussion:

The Board of Advisers reviewed the needs for the Adviser Institute that will be held in conjunction with the Oregon Business Education Association Fall Conference. The Board of Advisers reviewed priorities and developed the following list of items to cover:

- Online Submission System
- Competitive Event Eligibility
- Competitive Event Changes
- National Business Honor Roll
- Review Annual Calendar
- Round Tables – subjects and leaders:
  - FBLA Curriculum: Adriann Spencer & Jacinda Sullivan
  - Membership Recruitment: Sheri Bartels
  - Reports: Dale Fisher
  - Business Achievement Awards: Mike
  - Fund Development: TBD
  - Community Service: TBD
- Mentoring & Opportunities
- Digital Scrapbooking and our new Competitive Event
- FBLA History & Traditions
- Role Play & Competition Preparation
- POW Development
- Department of Education Update – Ron Dodge

### **Future State Business Leadership Conferences:**

#### Discussion:

State Adviser Mike Oechsner shared the proposed online submission system for the State Business Leadership Conference. The Management Team's recommendation is that we move forward with online submission for all SBLC entry items with the exception of Digital Video Production, Computer Game & Simulation Programming, and Desktop Application Programming (which should still be mailed). School Site Tests would still need to be returned via regular mail.

Mike asked the Board of Advisers for recommendations about how we add an additional layer of score validation to the competitive event results process at SBLC. Even with the judges double checking and the event administrators double checking, there were still math errors that could have impacted competition outcomes. The Board reviewed numerous ideas about



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how we add an additional layer of validation to this process. The Board of Advisers will work with the Management Team to provide alumni and parent/volunteer support for a final round of validation of all competitive event results.

### Decision:

Peggy Anthony moved and it was seconded to move all competitive event submissions to an online format. Motion Carried.

### Direction:

The Back to School Packet, the Adviser Academy, and webinars leading up to the SBLC Registration Deadline will all outline the new system and how it works so that we can celebrate great success this year with our new movement forward.

The Board of Advisers will work with the Management Team to provide additional volunteers to assist with score validation at SBLC 2012.

### **NLC 2012**

#### Discussion:

The Board of Advisers discussed the plan for NLC in 2012. NLC in San Antonio will potentially be more difficult to fly into due to limited airlift. The Management Team looked into charter flights and found them to be cost prohibitive (\$165,500 round trip for 150 people).

Whether or not to do a State Day was discussed. Current ideas included Six Flags, Sea World, evening shows, and other outings. There was also discussion of scaling back to a six day trip; however there were concerns about getting our day back in the future if we were to make this move.

### Decision:

We will continue with a 7-night trip and a state day. The management team will explore options for State Day and make a recommendation at the December Meeting. We will continue with chapters on their own for air travel; and ground transfers will be on your own this year with people likely flying into multiple airports.

### Direction:

The Management Team will present suggestions for State Day at the December Meeting.



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### **SBLC 2014 & 2015**

#### Discussion:

State Adviser Mike Oechsner shared that the time is upon us to select venue for the 2014 and 2015 State Business Leadership Conferences.

We have two options available to us at this point in time. The first is to continue with the Lloyd Center/Convention Center Complex.

The second option is to consider the Marriott Waterfront. The ballroom would adequately hold us, though it would take creativity to make the guest room availability align. We still face the downtown Portland challenges of bus parking, access to low-cost food, and the Marriott is six blocks from the MAX.

The Board of Advisers discussed pros and cons to each option, but ultimately felt that the Lloyd Center/Convention Center Complex was a better fit at this time.

#### Decision:

The Board of Advisers unanimously recommend that the Board of Trustees approve the Lloyd Center/Convention Center Complex for the 2014 and 2015 State Business Leadership Conferences.

### **Calendar:**

The 2011-12 Calendar of Events was presented and approved as updated

### **Future Meetings:**

#### Discussion:

The management team is recommending that the Board of Advisers, Board of Trustees, and State Officers all meet simultaneously for 2011-12, as was done for the retreat. This would mean that the next meeting would be:

December 8, 2011 – Board of Advisers & State Officers Arrive, State Officer Meeting Begins

December 9, 2011 – Board of Advisers Meeting; State Officer Meeting continues

December 10, 2011 – Foundation Annual Meeting; Board of Trustees Meeting; State Officer Meeting concludes

The next meeting for Boards would be in conjunction with the State Officer Orientation Meeting in May, date to be determined at the December Meeting.



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Decision:

The Board of Advisers approved the proposed plan for the 2011-12 Meeting Schedule.

**Chair Elect:**

Decision:

Kristi Dimmick was nominated for the role of 2011-12 Chair Elect and 2012-13 Chair for the Board of Advisers.

Sheri Bartels moved and it was seconded to unanimously accept the nomination. Motion Carried.

**Adjourn:**

The Meeting was adjourned by Board of Advisers Chair Jacinda Sullivan at 12:15 p.m.