



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

Friday, October 15, 9 a.m.

DoubleTree Hotel Portland Lloyd Center, Hamilton Room

Call to Order:

The meeting was called to order by Board of Advisers Chair Dale Fisher at 9:11 a.m.

Roll Call:

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

Dale Fisher, Chair

Ron Dodge, State Chair

Jacinda Sullivan, Chair Elect

Taylor Sarman, FBLA State President

Adriann Spencer

Toni Zikmund

Steve Parnell

Tonya Boustead

Josh Parosa

Mike Oechsner, State Adviser

Approval of Minutes of Previous Meeting:

Decision:

Steve Parnell moved and it was seconded to approve the minutes of the August 13 Board of Advisers Meeting as presented. Motion Carried.

State Officer Update:

Discussion:

Taylor Sarman shared a recap of the Chapter Leadership Tour and was thrilled at its successes. He shared specifically that he was pleased with the success of the Chapter of the Year workshop, and the fund development efforts for the Foundation that took place during CLT.

Three members of our State Officer Team have been appointed to National Boards. CJ Severson, Rogue Umpqua Region Vice President, has been appointed as Secretary of the Western Region Board. Gabrielle Pendleton, Executive Vice President, has been appointed as the Western Region Representative on the National President's Assistants Council. Taylor Sarman, State President, has been appointed Executive Assistant to the National President on the National President's Assistants Council.



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The Oregon Leadership Institute is quickly approaching. State Officers are excited and ready. Taylor asked that Board Members remind our members that costumes are appropriate for the dance as long as no masks are included.

Service in Sync has been confirmed as February 5 for our official day. Some of the regions are doing something slightly different based on date/location of their RSC, but we have details confirmed.

The Presidents' Council Calls are scheduled for the entire year. We've changed the process this year in that we are no longer doing calls region by region. We offer two calls each month, and anyone is welcome to join whichever call they'd like to join.

Oregon Department of Education Update:

Discussion:

Ron Dodge shared that the Oregon Department of Education is working on a strategy to re-structure the Student Leadership Development Center. The department approved yesterday to hire a facilitator to assist in the process of creating a future vision for the Student Leadership Development Center.

The facilitator has been specifically encouraged to look at the model FBLA currently operates under due to its successes.

Oregon CTSO Update:

Discussion:

Chris Rankin was unable to be with us at this meeting.

Management Update:

Discussion:

Mike Oechsner reviewed the current management dashboard and some of the highlights. We are early in the year with limited amounts of measurable data beyond CLT. Total attendance for CLT was 509, our first time to break 500 with this event. Current student membership is 84 members in 3 chapters. We have four virtual PBL Members and 12 Professional Division Members.



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Chapter Leadership Tour 2010:

Discussion:

The Board reviewed the process of the Chapter Leadership Tour and overall felt that the model is successful and no changes are currently needed. It was requested that when we develop a CLT schedule for 2011 that Baker be the final stop, rather than the initial stop.

Oregon Leadership Institute:

Discussion:

Mike shared that our current attendance numbers are trending down year over year, and DECA's attendance is dramatically below anticipation.

We are committed to the Sunriver Resort for 2011 and the program will continue. We can, however, adjust the agenda and flow of the program if there are ideas for additional successes.

There was a general consensus with the Board Members that overlapping Halloween created a challenge in building attendance. It will be important that the event doesn't overlap Halloween in the future.

Toni shared that the Eastern Region overall doesn't like to travel to events at that time of the year. There could be value in splitting OLI into two sessions – one in the east, the other in the west.

The cost is a growing concern given current economics. We may need to look at removing dinner to reduce the registration fee in the future.

Decision:

The Board of Advisers would like to continue discussing opportunities to improve OLI over the next several meetings.

Phi Beta Lambda Fact Sheet Development:

Discussion:

Mike clarified with the National Center that anyone residing in Oregon – or a college student attending an Oregon University or College – may be an Oregon PBL Member.

The important information for our fact sheet will include:

- Who can be a member?
- Competitions



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- Who to contact for details
- SBLC Details for PBL

Annual Giving Efforts:

Discussion:

The Board reviewed the per capita program for ribbons for SBLC. The levels are:

- \$1 per member = Bronze Foundation Supporter
- \$5 per member = Silver Foundation Supporter
- \$10 per member = Gold Foundation Supporter

\$212 was raised by Miracle Moments at the Chapter Leadership Tour stops.

Tonya asked for clarity on the changes to the grant process. Mike shared that the focus and intent is to fund projects/fundraisers which will create sustainable future funding sources.

2011 Adviser Leadership Institute:

Discussion:

Mike shared the results of the survey about when/where/how for a future Adviser Academy. 98% of those who responded were excited and saw value in holding an Adviser Academy. Date and location, however, had no consensus – each area, day of the week, and time of the year had fairly even responses.

Ron suggested that we look at partnering with OBEA and their conference. Ron also felt that the Oregon Department of Education could contribute to the educational elements.

Decision:

Steve Parnell moved and it was seconded that the Adviser Leadership Academy for 2011-12 be held in conjunction with the OBEA Conference on the day prior. Motion Carried.

Direction:

Mike will work with OBEA to determine logistics and implementation.

Competitive Event Updates:

Discussion:

Oregon needs to determine whether or not to adopt the National Event Changes and Additions. The current draft of the competitive event guidelines needed to be reviewed and edited.



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Advisers separated into small groups and reviewed competitive event guidelines. Appropriate updates were made to the Competitive Event Guide.

Decision:

Toni Zikmund moved and it was seconded that we adopt Digital Design and Development, Hospitality Management, the Marketing Performance component, the name change of Website Development to Website Design, and to offer the online tests for production events. Motion Carried.

Competitive Event Proctors:

Discussion:

Mike shared that some of our neighboring states have eliminated the need for outside proctors on regional and state level events, and shared that this could also be an option for Oregon. Advisers unanimously discussed the value to this move allowing more flexibility in testing.

Decision:

Adriann Spencer moved and it was seconded that our test proctor policy be expanded to allow FBLA Advisers and Business Teachers to proctor online and school site tests and that proctor forms be eliminated from our process. Motion Carried.

Board of Advisers Election Process:

Discussion:

Dale reviewed the discussion points from the retreat about the rotation and the election process. The Board reviewed allowing candidates to do a ½ sheet of information as they are nominated.

Adriann asked that it be made clear that by joining the Board of Advisers, you are not necessarily responsible for the Region Skills Conference. The Board agreed that it is the responsibility of BOA Members to represent their region's thoughts in decisions, keep their region informed, but not necessarily to manage a Region Skills Conference. The At Large positions are responsible for representing advisers as a whole and being a voice for advisers and students at Board Meetings.

The process as outlined will be:

At the region meetings, regions with an outgoing BOA rep will elect their new representative. After regional elections, remaining candidates will be added to a final ballot for the vacant At



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Large positions. The ballot will be distributed and recollected during the exit packet process and the announcement of results will be made electronically after SBLC.

Decision:

Jacinda Sullivan moved and it was seconded to accept the election process for the Board of Advisers as outlined above. Motion Carried.

Middle Level:

Discussion:

Jacinda asked for clarification about Middle Level competition. Middle Level Members in Oregon may compete in any of the high school events, but they must pay the same fees as high school competitors.

School Site Testing:

Discussion:

The Board discussed the level of quality control on our school site tests and answer keys. It was agreed that we have challenges with accuracy on both, and we'd like to be proactive this year and edit them prior to distribution.

Josh Parosa will review Accounting II

Toni Zikmund will review Spreadsheet Applications

Adriann Spencer will review Word Processing I and Word Processing II

Jacinda Sullivan will review Computer Applications

Dale Fisher will review Database Design and Applications

Next Meeting:

The next meeting of the Oregon FBLA Board of Advisers will be held on January 7 at 9 a.m. at the DoubleTree Hotel Portland Lloyd Center.

Adjournment:

The meeting was adjourned by Board of Advisers Chair Dale Fisher at 12:46 p.m.