



Business Professionals of America
Minutes
Board of Trustees Meeting
Tuesday, October 29, 2019
7:30 pm (CST)

CALL TO ORDER

Chair, Cedric Bandoh, called the meeting of the Business Professionals of America (BPA) Board of Trustees (BOT) to order at 7:30 pm (CST).

ATTENDANCE

Present: Cedric Bandoh, Chair; Natasha Smith, Vice Chair; Athena Frank, Treasurer; Debbie Darnell, Secretary; Angie Benson; Dianne Carroll; Nate Cradit; Amy Hollingsworth; Cassandra Lindo, Post-secondary President; Amy Riddle; Emily White, Secondary National President; and Evan Wolff.

Absent: LouAnn Ross, Executive Director; and Shauna Williams.

Guests: Heather Bunning; Mark Burch; Amber McNew; Patrick Schultz; and Jonathan Smith.

OPENING REMARKS

Cedric Bandoh, Board Chair, made opening remarks. He stated that it is good to see all the Fall Leadership Conferences going on across the nation. A shout out to Amber and Patrick for their work at the MBA Conclave and the major upgrade on booth materials. He was glad to see many states are electing to use the website.

CONSENT AGENDA

Minutes from September 24, 2019 Regular Board Meeting

NATIONAL STAFF REPORTS

Education Report (located at end of minutes)

Amber McNew, Director of Education

Leadership Development Report (located at end of minutes)

Bridgette Bethea, Director of Leadership Development

Member Services Report (located at end of minutes)

Mark Burch, Director of Member Services (Report given by Patrick Schultz)

Strategic Programs & Experiences Report (located at end of minutes)

Jonathan Smith, Director of Strategic Programs & Experiences

Marketing & Stakeholder Engagement Department Report (located at end of minutes)

Heather Bunning, Director of Marketing & Stakeholder Engagement

Technology Integration Department Report (located at end of minutes)

Patrick Schultz, Director of Technology Integration

The motion to approve the consent agenda was made by Natasha Smith. The 2nd was by Angie Benson. Motion approved.

NEW BUSINESS

Post-Secondary Division Update (located at end of minutes)

Cassandra Lindo, National Post-Secondary President

Secondary Division Update (located at end of minutes)

Emily White, National Secondary President

Treasurer's Report

Athena Frank, Treasurer

Ric Cowles will be sending out financials by the end of this week.

Strategic Programs & Experiences Update

Jonathan Smith, Director of Strategic Programs & Experiences

He will be traveling to Orlando and Dallas to establish overflow contracts. Year 2025 in Orlando is almost complete. The Omni has added some enticing perks. He is looking for overflow in Dallas for 2022. American Airlines has been added to the list for Dallas.

Dates for the winter meeting have been changed to assure educators on Board can attend and to coordinate with the National Officer meeting. The dates are January 10-12. The day on the Hill will be on Friday. Board of Trustee meetings will be on Saturday and Sunday.

Academic Integrity Policy (Policy and Form at end of minutes)

Amber McNew and Athena Frank stated that the policy is coming forward for approval after much work by many people. Athena Frank moved to adopt the Academic Integrity Policy. The second was by Natasha Smith. Motion adopted.

Tentative Agendas for Upcoming Meetings

November 19, 2019 Regular Board Meeting

Cedric Bando, BOT Chair

Code of Conduct and Ethics Policies

Marketing & Stakeholder Engagement Update

Strategic & Long-Range Plan update

Executive Session

The Board of Trustees moved into executive session at 8:05 pm CT.

The Board of Trustees moved out of executive session at 8:46 pm CT.

Adjournment

Meeting was adjourned at 8.46 pm CT.

Debbie Darnell, Secretary

Minutes approved November 19, 2019.

REPORTS and UPDATES

● **Director of Education Report** ●

October 29th Board Meeting

Regional Events

- Finished reviewing and making corrections
- Sent out regional events individually to each state advisor once consent form was filled out
- As of October 16, they have all been released to the states

Tech Ed Team

The Director of Technology, Patrick Schultz and I have been working together nonstop to align the initiatives upcoming for the 2019-2020 membership year.

- September 26th: First CEAC chairs meeting and collaborated on goals and immediate needs for exams
- Continual work on WSAP, updates, authors, education platform

MBA Conclave

October 4th -7th: Attended the MBA Conclave in Louisville, Kentucky

- Attended several sessions
- Cultivated relationships with partners and potential new partners
- Collaborated with Patrick and worked in partnership to develop new relationships, and to continue to build a positive image of our organization

2020-2021 Authors

- Changed the name of Professional Business Associates to Digital Solutions
- Contracting authors for the 2020-2021 conference year
 - 38 contracts out as of October 20th
- Updating all documents
 - New template for test and key
 - Style Reference Manual
 - Ethics Manual
 - HR Manual
- Sending out author documents and templates to each author
 - Individually changing templates for each event

Advisor Certification Series

- October 7th: Served in support role for Managing a Chapter
- October 14th: Collaborated with Bridgett Bethea and Patrick Schultz to deliver a more active webinar to have advisors be able to ask questions and share ideas

“The achievements of an organization are the results of the combined effort of each individual.”

Vince Lombardi

Director of Leadership Development Board Report National Officer Coordination

- Supported the release of the Student Certification Series Level 1
- Attended Secondary, Post-Secondary and joint officer meetings. Provided guidance and support to other program of work projects
- Attended the Industry Leadership Conference meetings with the Post-secondary team and committee members
- Conducted one-on-one feedback sessions with all of the National Officers to promote continuous improvement

Advisor Certification Series (ACS)

- Met and collaborated with Patrick Shultz, Jonathan Smith, Amber McNew, and Dr. LouAnn Ross to update the Advisor certification series. The Advisor certification series is a 5-week course with an optional 6th session (Monday, 4, November) where advisors will be able to give feedback and ask questions about their professional learning and advisor role.
- Over 120 advisors are registered for this year's Advisor Certification Series. Registrations at this time are slightly above last year's however, the goal is to have more advisors complete the series than in previous years
- On September 30th, I conducted ACS 101, GENERAL BPA KNOWLEDGE. The purpose of ACS 101 is to give Advisors a general overview of the organization. Participants learned about the history of BPA, the mission and vision, organizational structure, explored the BPA website etc. Jonathan Smith served as my co-facilitator.
- On October 7th, I conducted ACS 102, MANAGING A CHAPTER/THE ADVISORY ROLE. ACS 102 expanded participants BPA knowledge, drilled down to their role as a BPA Advisor, and highlighted what it takes to manage a chapter. Advisors then reviewed the article *Can Advisors for Student Groups Help Break Barriers?* And participated in a discussion post. Amber McNew served as the co-facilitator.
- On October 14, I conducted ACS 103, MAKING BPA CO-CURRICULAR. Amber McNew Served as the co-presenter. The purpose of ACS 103 is to explore ways to make BPA a better co-curricular experience for student members.

Virtual Leadership Engagement Opportunities

- Served as the guest speaker for the K12 National Advisor Leadership Event held virtually. I spoke on leadership and the Advisor/student relationship. The event was attended virtually with over 50 members from Skills USA, DECA, and other CTSOs across the nation.
- Conducted a Tweet-chat to engage members in a discussion on leadership and growth within BPA. The "Leadership in Action" Blog series was released prior to the tweet chat. The blog series will be released bi-monthly with a different leadership topic/focus and the twitter engagement will happen in the months between the blog release dates. The next blog will release in November

Fostering Future Relationships

- Partner engagement with two organizations (potential partners) Octopus Interactive and the YWCA. More to follow.

Upcoming engagements

- Idaho BPA & IBEA Conference 30 October – 2 November. I will also be conducting a session on site.


Items for Committee Consideration

None at this time

Director of Member Services Report

Provided by Mark Burch Board of Trustees Meeting October 22, 2019

Current 2019-2020 Membership Data:

- Middle Level Division = 284
 - Secondary Division = 12,483
 - Post-secondary Division = 747
 - National Virtual Chapter = 20
- 
- Total = 13,534

New Chapters Added for 2019-2020

We have added a total of **70** new chapters so far. A couple of chapters I would like to highlight for October, based on the time it has taken to get off the ground, include:

- Oklahoma State University – Post-secondary traditional chapter
 - Presented to Spears School of Business
 - Recruited faculty member to serve as local advisor
- Destinations Career Academy at ISAZ (affiliate of K12.com)
 - Still waiting to hear back from Mr. Ewing on getting more information out to all K12 schools.

Dell / Texas Update

I traveled to DELL headquarters in Round Rock, TX to facilitate the partnership between DELL and Texas. DELL now has a Texas team dedicated to assisting State Advisor, Diana Weber in bringing the hands-on component to the Texas SLC. They will be on-site running these competitions and are planning to provide prizes for the winners.

Miscellaneous Notes:

The majority of my time the last few weeks has been spent assisting local advisors get members registered, helping manage webinars, editing video to be posted to website and handling all other inquiries submitted through our online portal.

I am attending Oklahoma FLC on October 14-15, 2019 to bring greetings from National Center and assist with State Officer workshops



Jonathan Smith, Director of Strategic Programs & Experiences Board of Trustees Report

October 22, 2019

Since the September 2019 Board Report, there has been some significant movement in the events aspect of the role. After having visited Orlando to conduct site visits for The 2021 and 2025 National Leadership Conferences, I narrowed down some overflow options for 2025. I'm excited to say that we've contracted with the Omni Orlando Resort at ChampionsGate, fulfilling 600 of the 900 rooms needed for that year. We negotiated not only a lower rate than that of the main conference hotel, but also some pretty great concessions. A few that I am particularly proud of are: 1) every attendee staying at the hotel will receive a complimentary voucher for mini-golf, and 2) every attendee will receive a hotel sponsored and BPA-branded S'mores kit to roast over one of the hotel's several fire pits. Knowing that the overflow hotel isn't usually as desirable as the main conference hotel, we wanted to find ways to make the stay for those assigned there more enjoyable, and I hope these concessions help with that.

As October continues, I am working with our partner at ConferenceDirect to continue with contract negotiations, as well as finalize some of the hotel contracts we have in the queue, including the 300 additional rooms needed for 2025.

In early October I was hosted for another industry showcase, similar to IMEX, but this time in Orlando, Florida. Here I met with Convention and Visitor's Bureaus from across the Southeastern US, along with vendors and hoteliers that support meetings and conferences. This event also provided opportunities to learn of new industry trends, which is always good to follow up on as we strive to keep our conferences and meetings relevant.

Immediately following the event in Orlando, I had the opportunity to participate in a hosted site visit of the Sheraton Dallas, which is a consideration for our overflow options for NLC 2022. Other options are still being considered, but it was nice to be able to see the property in-person so as to make an educated decision and assist with the negotiation phase should we move forward with that hotel.

Upon my return from Dallas, I made my way to Columbus in order to facilitate the move from 5454 Cleveland Avenue to 700 Morse Road. I, along with many others on the National Staff, spent the week going through what was in the old National Center and moving what we believe to be important to the new National Center, as well as purging those things that are no longer relevant. From there, Heather, Michele, and myself spent a weekend organizing and getting the new National Center up-and-running for business as usual come the following Monday. I plan to return to Columbus in early November to continue to assist with this effort.

As October moves forward, I will continue in my daily efforts to support my colleagues in their roles, as well. Specifically, working with Heather on marketing materials, Mark with membership onboarding and questions from chapters, and Brigitte with the Advisor Certification Series.

Director of Marketing & Stakeholder Engagement Board Report

October 15, 2019

Trademark

- We recently finalized and signed a Coexistence Agreement with the Department of Energy which should now clear the pathway for BPA to finalize *all* trademark applications that are in process with the USPTO. This Coexistence Agreement was necessary for BPA to have in place as the US Department of Energy was prepared to object to our BPA mark trademark application citing that they have used the acronym longer than Business Professionals of America for the Bonneville Power Administration Community and Education initiative providing educational resources to teachers and students in grades K-12 (in the areas of science, energy and renewable energy). To date, they have never filed trademark protection for the use of their mark. Upon our initial filing for all BPA trademarks, they contacted our lawyers and expressed concern with out application, but were also very open to establishing a Coexistence Agreement so that both entities could file trademark protection for our individual brands/marks. With the help of our lawyers, we were able to finalize this agreement and are now proceeding with the final trademark applications.

Branding and Marketing

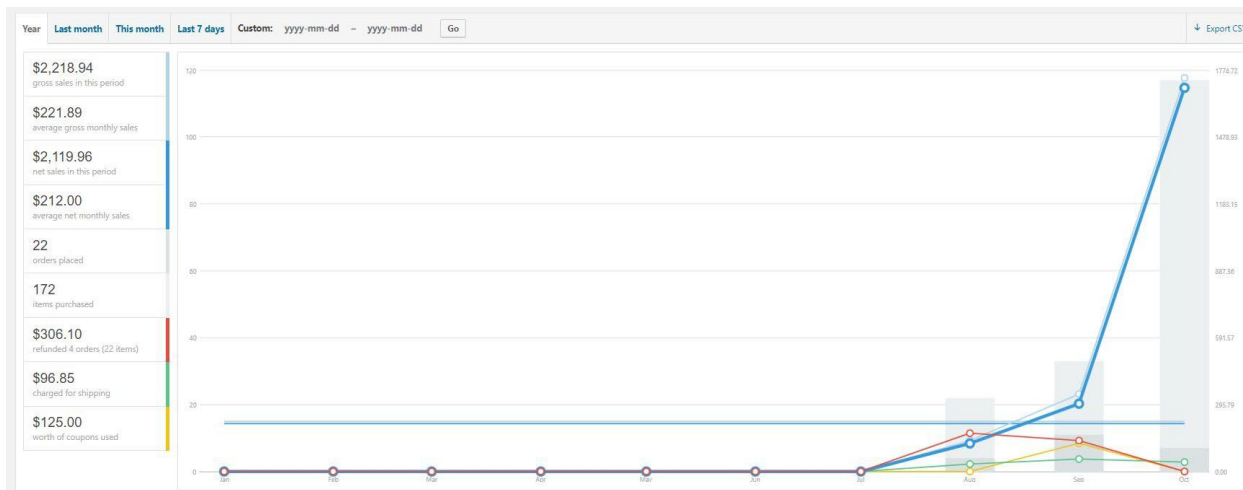
Branding

- I continue working with State Associations and Chapters to offer guidance/assistance on logo usage questions.
- I receive and respond to inquiries about the brand/logo/marketing/communications daily and the response has been positive from those communicated with.
- I am continuing to work on the chapter logo packages and we are distributing those when completed. I am also uploading chapter logo packages to the appropriate State Association Google Share Drive so that the State Advisors have each package as it is produced. We are continuing to address high priority chapter needs as they come in on a case-by-case basis.
- I continue to receive Alternate Vendor Approval Applications and process those on a case-by- case basis.
- There is a growing demand by membership for a new membership recruitment video. With the updated logo, we have not yet had the opportunity to work on production of a new membership recruitment video given the costs associated with such a project. We have been having discussions with professional photographers/videographers we are considering for NLC and are coordinating efforts to work on capturing interviews and “b-roll” footage that can be used to develop membership recruitment videos that will become available for the next membership year. This is the most cost-effective way to proceed and offer nationwide representation in the video(s) produced.
- o The NLC promo video was produced with more of a general membership feel than what has been done in the past to provide at least one video product that could be used for multiple purposes until the new marketing pieces can be produced in a cost-effective and professional manner.

Marketing

- The BPA Mall has been open for business for a little over a month and in that time we have seen some pretty good starting traffic. We have almost all preliminary products in inventory with our men’s ties the only outstanding item for the BPA Mall remaining on backorder.
 - We have had 22 orders placed since going online
- o 172 items have been purchased
- o One chapter (MacArthur BPA in Houston, TX) placed a large order of t-shirts and polos for their entire chapter to wear to their upcoming Fall Leadership Conference. (65 t- shirts and 10 polos.

- Our top selling items include:
 - Official BPA T-shirt
 - BPA Polos
 - Sunglasses
- As a result of the large chapter order from MacArthur BPA, we opened up payment options to include checks for payment with a “Payment Pending/Order Hold” in place where no product will be shipped, only pulled from inventory, until we receive the check. This opened up the opportunity for other chapters to place orders, including Ben Davis BPA in Indiana who recently placed an order for 8 polos among other BPA logo items.
- In addition to opening up acceptance of checks as a form of payment, we will also be offering free shipping on any purchase that is over \$200.



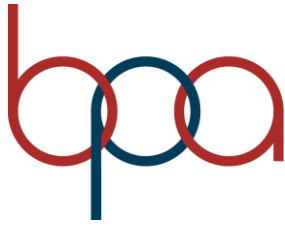
- EGroup is working to provide USPS rates for shipping to aid our members in expenses for a one or two patch shipping. Previously, EGroup only offered UPS shipping on products no matter how small or large the order.
- The Officer pins are not yet in inventory for states and chapters to purchase, but I have been assured that the products are ‘en-route’ and expected in soon.
- I continue to provide support and design assistance to states and chapters for marketing resources that include their specific logos for use. Most recently I have spent time with Diana Weber in Texas assisting with her needs and interests.
- I have been working with Mark Burch, our Director of Member Services on finalization of a new membership brochure which we should have to the printer before the end of October. In addition, we are working on a number of membership promotion/recruitment posters that will be made available to states and chapters for use in varying sizes in the coming weeks. We will be rolling out a series of posters that can be customized or produced as designed by chapters and states.
- In an effort to help with costs, I have been able to identify a poster production company online that has very low pricing compared to many print vendors. We will make this information available to the State Advisors and our membership in the event there is interest in producing large quantities for distribution in each state.

Stakeholder Engagement

- I am pleased to report that the AICPA has come on board as a Platinum Level Sponsor for the Industry Leadership Conference (for Post-secondary and Alumni members). This sponsorship is *in addition* to the already incredible year-round and NLC sponsorship that they have with BPA.
- I have had some preliminary conversations with Columbia College in Chicago who reached out to us about exhibiting at NLC and also participating as a workshop presenter and competitive event judge. They also have indicated they are willing to help connect us to their partners with the PRSA (Public Relations Society of

America) and the American Advertising Association to try and bring more judges to NLC on BPA's behalf.

- I have had very positive dialogue with Men's Wearhouse in hopes of rebuilding the relationship that has seemed to falter over the past couple of years. As a result of these conversations, Men's Wearhouse is interested in coming back to NLC in Washington, D.C. in May 2020 and working with us on a Dress For Success Leadership Development Workshop as well as helping to bring in local employees to serve as competitive event judges.
- Other benefits of our newly rebuilt relationship include:
 - Up to 5 free tuxedo rentals annually for use by National Officers at the National Leadership Conference. This also includes in-person fittings of all male officers during the January Winter Planning Meeting, personal delivery of all tuxedos to the National Leadership Conference and an on-site representative available for any last-minute alterations that may be required
 - Discount Program for BPA members (both students and advisors) for the clothing companies that fall under the Twin Hill / Men's Wearhouse business group
 - Offering out to all state associations for up to 5 free tuxedo rentals for their state leadership conferences
- This newly revived partnership with Men's Wearhouse will not only bring benefit to National BPA, but as you can see, it now offers benefits for each of our states as well. Communications are currently being developed by my contact at Men's Wearhouse to promote the partnership and these new benefits to all of our states.



**BUSINESS
PROFESSIONALS
of AMERICA**
Giving Purpose to Potential

Director of Technology Integration Report

Provided to: National BPA Board of Trustees

Provided by: Patrick Schultz, Director of Technology Integration October 15, 2019

Executive Summary

Quote of the report:

Education should not be about building more schools and maintaining a system that dates back to the Industrial Revolution. We can achieve so much more, at unmatched scale with software and interactive learning.

~Naveen Jain

Since my last report, the Technology Department, in collaboration with all staff, continued to leap the organization forward in terms of online learning, internal project management, and multiple other membership experiences.

Technology Department Update State Association Website Update

The following State Association websites remain under development:

- Texas
- Idaho
- Montana
- Alaska
- Wisconsin
- Kansas
- Iowa
- Ohio
- Indiana

BPA Online Store

The BPA online store has received approximately twenty orders in the first three weeks of operation. Additional improvements to the store include:

- Additional payment methods for checks.
- Free shipping on orders over \$200.

Learning Management System Update

- Video tutorials for registration and course navigation have been shared to the membership.
- The LearnBPA LMS has launched with the first two courses:
 - Advisor Certification Series
 - Registered Advisors (as of 10/15/2019): 188 Advisors
 - Student Certification Series
 - Registered Student Members (as of 10/15/2019): 626 Student Members

Partner Highlight (Dell)

- Dell is officially expanding its support of State Leadership Conferences to the Texas State Association

Recent Travel/Events

- **MBA Research Conclave**
Louisville, Kentucky October 4-8, 2019
 - I presented at the MBA Research Conclave on the importance of CTSO involvement, how BPA is intra-curricular, and the offerings that BPA provides our membership.
 - (See appendix A for presentation slide deck)
 - I exhibited during the Conclave and utilized our new exhibit booth. National BPA definitely stood out amongst the exhibitors.
 - (See Appendix B for pictures).
 - CTSO CEO/Executive Director Panel
 - It was my honor to sit at the table with the leading officials from DECA and FLBA, as I represented BPA during this panel. During the panel discussion, I was able to advocate for our organization, share current mission and challenges, share future vision, share exciting new initiatives, and provide insight on how BPA is prepared for Perkins V requirements.
 - Final Thoughts:
 - The Conclave, in my opinion, was an immense success due to many relationships that were cultivated and it really showed that BPA is a mover and a shaker in the education landscape. Additional exciting opportunities targeting membership growth and future partners can be shared during a future Board meeting as additional discussions will take place over the next month.
- **BPA Webinar Series**
September 26, 2019

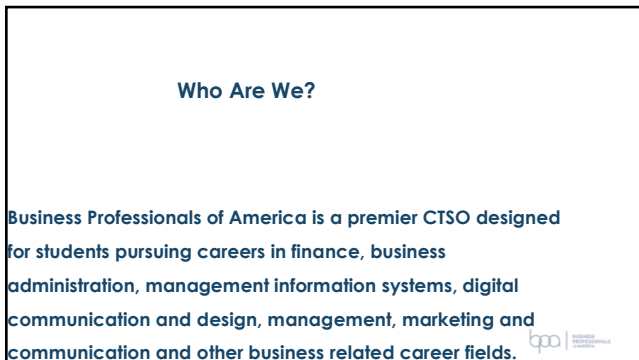
I presented the WSAP Virtual Events Overview webinar with the help of moderator, Mark Burch. As a general note, all of the webinars in the BPA Webinar Series, formerly known as Webinar Wednesdays, are recorded live and posted on <https://bpa.org/events/webinar-series/>

Appendix A

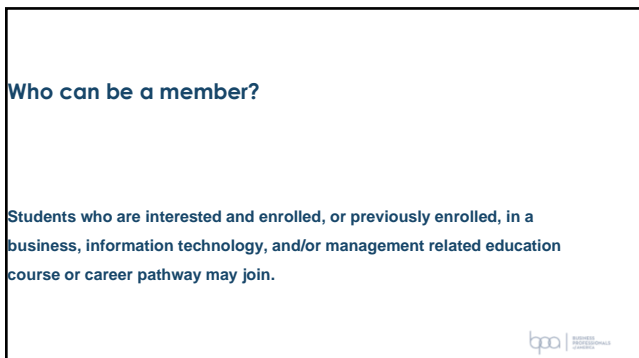
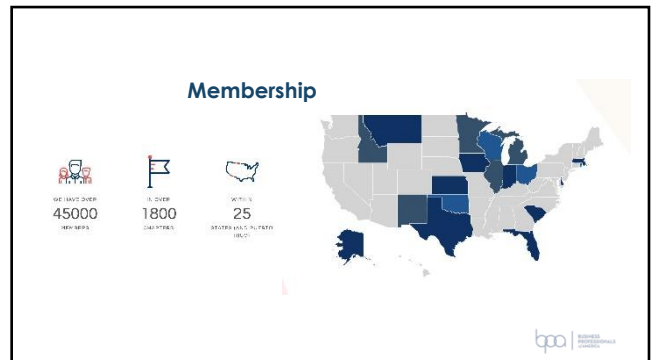


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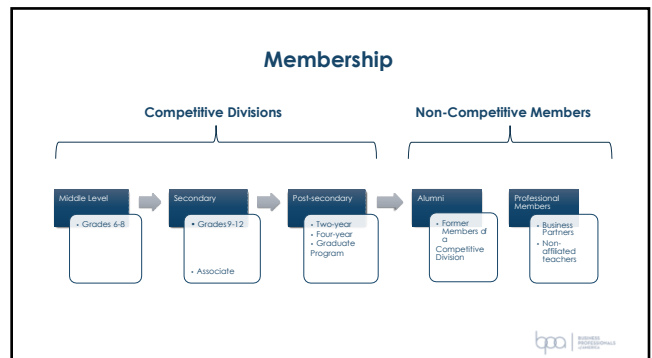
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Independent Chapters

Independent Chapters are designed for schools that do not have access to a chartered state association.

- Faculty member (teacher or instructor) must serve as the Chapter Advisor
- Students have access to all of the same benefits as members in chartered states
- Exception: No voting rights



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Virtual Membership

Virtual Membership is designed for individual students who do not have access to a **State Chartered Chapter** or **Independent Chapter** and wish to participate in our organization.



Our Mission

- Our **mission** at Business Professionals of America is to develop and empower student leaders to **discover their passion** and **change the world** by creating **unmatched opportunities** in learning, professional growth and service.



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Our Vision

- Our **vision** for Business Professionals of America is: To be an innovator in Career and Technical Education, providing our members with opportunities for growth through **education, competition, community service** and **personal development**.



Member Benefit

Students participate in activities for which they are awarded points in specific categories.

Level	Points
Local (Executive)	10 Points Per Category
Regional (Diplomat)	30 Points Per Category
State (Statesman)	50 Points Per Category
National (Ambassador)	70 Points Per Category

- **Leadership**
- **Service**
- **Cooperation**
- **Knowledge**
- **Friendship**
- **Love, Hope, Faith**
- **Patriotism**



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Member Benefit: BPA Cares



The BPA Cares program is designed to recognize excellence on the chapter level and individual level in areas of outstanding service, community service and much more!



BPA Cares Service Learning Awards

- Community Service Award
- Environmental Action/Awareness Award
- Safety Awareness Award
- Service Learning Award Individual
- Special Olympics Award




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BPA Cares Special Recognition Awards

- BPA Marketing and Public Relations Award
- BPA Merit Scholar Award
- Chapter Activities Award of Excellence




BPA Cares – Professional Awards


- Advisor of the Year Award
- Emerging Advisor Award
- Emerging Professional Award
- Hall of Fame Award




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Leadership Development Officer Positions

- Experience the election process for local, regional, state and national levels of officer candidacy.
- Officers are key in developing program content at all levels, including:
 - Conference planning
 - Professional Development Curriculum for members



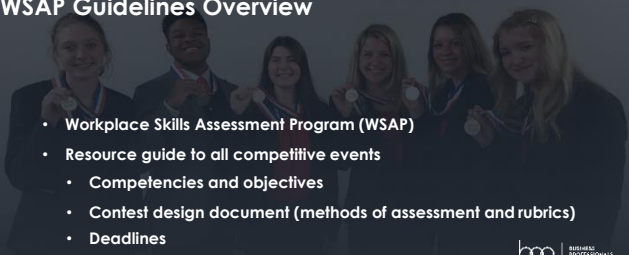
Intra-Curricular

Our intra-curricular model allows educators to transform their classroom into an interactive and motivational learning environment that enhances the overall educational experience.




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WSAP Guidelines Overview



- Workplace Skills Assessment Program (WSAP)
- Resource guide to all competitive events
 - Competencies and objectives
 - Contest design document (methods of assessment and rubrics)
 - Deadlines
 - Standards Alignment



Purpose



Students will:

- Demonstrate occupational competencies
- Develop and demonstrate knowledge, skills, and abilities




Publications

<u>Secondary / Post-secondary</u>	<u>Middle Level</u>
<ul style="list-style-type: none">• BPA Cares / Torch Award Handbook• Ethics & Professionalism Resources Manual• Human Resources Manual	<ul style="list-style-type: none">• Administrators, Proctors, Graders Handbook



Types of Competitive Events

<u>Judged</u>	<u>Non-Judged</u>
<ul style="list-style-type: none">• Individual / Team• Written Research Papers or Business Plans• Presentations	<ul style="list-style-type: none">• Individual / Team• Objective Tests





General Guidelines


Secondary, Post-secondary, Middle Level

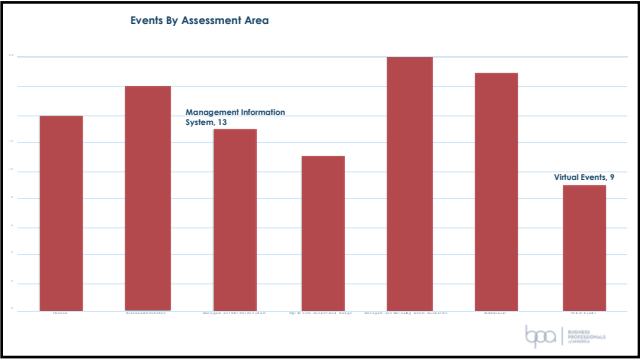
Traditional (Non-virtual) Events

- Secondary / Associate students may compete in a total of two events. Only one of which may be a team event.
- Post-secondary students may compete in a total of three events. Only one of which may be a team event.
- Middle Level students may compete in a total of two events. Only one



WSAP Event Clusters





Finances and Accounting (100's)

- | | |
|-----------------------------------|--|
| (100) Fundamental Accounting | (140) Federal Income Tax Accounting (PS) |
| (105) College Accounting | (145) Banking & Finance (S PS) |
| (110) Advanced Accounting | (150) Financial Analyst Team (S PS) |
| (115) Advanced College Accounting | (155) Economic Research Individual (S) |
| (125) Payroll Accounting | (160) Economic Research Team (S) |
| (130) College Payroll Accounting | (165) Personal Financial Management (S PS) |
| (135) Managerial Accounting | (190) Financial Math & Analysis Concepts – Open (S PS) |



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Business Administration (200's)

- | | |
|--|---|
| (200) Fundamental Word Processing | (240) Database Applications |
| (205) Intermediate Word Processing | (245) Legal Office Procedures |
| (210) Advanced Word Processing | (250) Medical Office Procedures |
| (215) Integrated Office Applications | (255) Administrative Support Team |
| (220) Basic Office Systems & Procedures | (260) Administrative Support Research Project |
| (225) Advanced Office Systems & Procedures | (265) Business Law & Ethics |
| (230) Fundamental Spreadsheet Applications | (270) ICD-10 Diagnostic Coding |
| (235) Advanced Spreadsheet Applications | (290) Administrative Support Concepts – Open |



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Management Information Systems (300's)

- | | |
|--|--|
| (300) *Computer Network Technology | (335) C++ Programming |
| (305) *PC Servicing & Troubleshooting | (340) Java Programming |
| (310) *Network Administration Using Microsoft® | (345) SQL Database Fundamentals |
| (315) *Systems Administration Using Cisco® | (350) *Linux Operating System Fundamentals-Pilot |
| (320) *Computer Security | (390) Computer Programming Concepts – Open |
| (325) Network Design Team | (391) Information Technology Concepts – Open |
| (330) Visual Basic/C# Programming | |

* Hands-on Finals Round Developed By Dell Technologies



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Digital Communication and Design (400's)

- | | |
|--------------------------------------|--|
| (400) Fundamental Desktop Publishing | (430) Video Production Team |
| (405) Fundamentals of Web Design | (435) Website Design Team |
| (410) Graphic Design Promotion | (440) Computer Animation Team |
| (415) Digital Publishing | (445) Broadcast News Production Team |
| (450) Digital Media Production | (490) Digital Communication & Design Concepts – Open |
| (455) Computer Modeling | |



Management Marketing and Communication (500's)

- | | |
|--------------------------------------|---|
| (505) Entrepreneurship | (555) Presentation Management Individual |
| (510) Small Business Management Team | (560) Presentation Management Team |
| (515) Interview Skills | (590) Business Meeting Management Concepts – Open |
| (520) Advanced Interview Skills | (591) Management, Marketing and Human Resources Concepts – Open |
| (525) Extemporaneous Speech | (592) Parliamentary Procedure Concepts – Open |
| (530) Contemporary Issues | (593) Project Management Concepts – Open |
| (535) Human Resource Management | (594) Digital Marketing Concepts – Open |
| (540) Ethics & Professionalism | |
| (545) Prepared Speech | |



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Middle Level (900's)

- | | |
|---|--|
| (900) Financial Literacy (ML) | (970) Entrepreneurship Exploration (ML) |
| (915) Administrative Support Team (ML) | (975) Extemporaneous Speech (ML) |
| (920) Digital Citizenship-Pilot (ML) | (980) Prepared Speech (ML) |
| (925) Keyboarding Production (ML) | (985) Presentation Management Team (ML) |
| (930) Spreadsheet Applications (ML) | (995) Business Communication Skills Concepts – Open (ML) |
| (940) Digital Game Design Team (ML) | (996) Business Fundamentals Concepts – Open (ML) |
| (945) Graphic Design Promotion (ML) | (997) Business Math Concepts – Open (ML) |
| (950) Introduction to Video Production (ML) | (998) Computer Literacy Concepts – Open (ML) |
| (955) Website Design Team (ML) | |



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General Guidelines

Secondary, Post-secondary, Middle Level

- Non-traditional (Virtual) Events
 - Middle Level, Secondary, Post-secondary
 - All Divisions compete together
 - Unlimited Entries per Chapter
 - No limit to event registration



Virtual Events (V)

(V01) Virtual Multimedia & Promotion – Individual (V02)

(V03) Software Engineering Team

(V04) Web Application Team

(V06) Promotional Photography

(V08) Start-up Enterprise Team

• Top 10 Invited to National Leadership Conference

• Designed for members who may or may not attend the National Leadership Conference

• Online Project Submission for Technical Scoring and Online Presentations to Judges from Business and Industry



National Leadership Conference

- WSAP Competitive Events
- BPA University (Workshops & Partner Presentations)
- Day of Service (On-site Volunteering)
- National Leadership Academy – Advanced Training
- Conference Volunteer & Internship Program
 - Allows students to experience real-life work scenarios in multiple areas including conference registration, tour sales, A/V Production and much more.



WSAP Certipoint Industry Certification Alignment

BPA Competitive Event Name	Industry Certification
Advanced Spreadsheet Applications	MOS Excel Exam 2016
Advanced Word Processing	MOS Word Exam 2016
Computer Network Technology	MTA Networking Fundamentals
Computer Security	MTA Security Fundamentals
Database Applications	MOS Access 2016
Fundamentals of Web Design	MTA Introduction to Programming Using HTML and CSS
Integrated Office Applications	MOS PowerPoint 2016
Server Administration Using Microsoft®	MTA Networking Fundamentals
PC Servicing & Troubleshooting	MTA Windows OS Fundamentals
Visual Basic/C# Programming	MTA Software Development Fundamentals – VB OR MTA Software Development Fundamentals C#



WSAP Precision Exam Certification Alignment

BPA Competitive Event Name	Industry Certification
Fundamental Accounting	PE Accounting I
College Accounting	PE Accounting I
Payroll Accounting	PE Accounting II
College Payroll Accounting	PE Accounting II
Banking & Finance	PE Banking and Finance
Economic Research Individual	PE Economics
Personal Finance Management	PE Mathematics and Personal Finance
Computer Modeling	PE 3D Graphics
Computer Animation Team	PE 3D Animation
Digital Media Production	PE Digital Media IA
Video Production Team	PE Video Production I



2019 NLC Certification Labs


	Certipoint	Precision Exams	Totals
Number of Individuals	578	683	1261
Number of Attempts	1,159	2,379	3,538
Certifications Earned	583	1,569	2,152
Pass Rate	50%	66%	61%
Unique Certification Tests	34	110	144



Proud Partners



LearnBPA



Student Members

- Student Certification Series

Advisors Members

- Advisor Certification Series
- Competition

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Learning Management System Additional Courses

Future Partner Courses

- Ethical Leadership
 - (MBA Research – Daniels Fund Ethics Initiative)
- Project Management
 - (Asia Society - Project Management Institute Educational Foundation (PMIEF))
- Grant Writing
- Community Based Fundraising
- Online Presence and Personal Brand Management

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Points of Contact



Dr. LouAnn Ross

Mark Burch

Patrick Schultz

Director of Member Services

Director of Technology Integration

www.bpa.org



Appendix B – Conclave Exhibit Booth Photos



POST-SECONDARY DIVISION OCTOBER 2019 REPORT

STUDENT CERTIFICATION SERIES

- The first level of the Student Certification Series has been launched and marketed to members. We have had numerous members complete the first level and are excited to see what the second level has to offer.
- The second level is being worked on by a group of national officers who are working closely with Ms. Bethea and Mrs. Bunning to make sure that the content of these modules is quality. We hope to release this portion of the Student Certification Series as soon as the material is tested and ready to be utilized.

INDUSTRY LEADERSHIP CONFERENCE

- The Industry Leadership Conference Committee has held numerous meetings and determined that holding the conference in December would lead to rushed decision making and poor planning. The committee worked together to determine a new date for the Industry Leadership Conference to take place. The committee unanimously decided that the conference will be held in mid-late June of 2020. This will give the committee time to provide a quality experience for members.
- We established three sub-committees (finance, marketing, and events) to tackle the tasks that need to be completed to make this event a success. The committees are meeting on a regular basis, and the committee as a whole will continue to meet monthly.

SOCIAL MEDIA PROMOTION

- Collectively, the Secondary and Post-secondary Teams along with Mrs. Bunning to utilize social media more effectively. The team has planned out a schedule to begin utilizing Snapchat again.
- We have been able to post multiple questions on social media to encourage interaction and feedback with members.
- We have been able to hold a SnapChat takeover where the majority of

the National Officer Team was able to answer questions from members and engage with them. Also, specific spotlight posts of members and chapters of Post-secondary have been done on all social media platforms.

- Chapter Social Week will be held November 18th-24th. The team has decided on the topics for each day of the week, and will be promoted on social media in the upcoming weeks to get members excited and ready to participate.

MEMBERSHIP ENGAGEMENT

- Research has been done looking at different newsletter templates and design websites that we hope utilize to begin sending out updates to Post-secondary members. We have also begun to come up with the content to contain within these newsletters that will be valuable for Post-secondary members.
- Infographics are being worked on with Mrs. Bunning to provide members with quality materials to properly advocate for BPA.
- We've reached out to individuals and businesses and have raised over \$250 towards our National Officer Scholarship fund that will be awarded to members at the National Leadership Conference in May. A spreadsheet has also been created to keep track of these monetary contributions to help officers keep track of their goals.
- We have established committees to tackle tasks related to the National Leadership Conference and hope to be working with Mr. Smith to get these projects running.



Business Professionals of America Secondary Division National Officer Team Update

October 2019



Program of Work

Enhancing Membership Engagement



Student Certification Series Level 1 & Level 2 (Joint Goal)

- Level 1 has been released!
- Level 2 was reviewed and it was determined that more content was needed for each video. The Level 2 focus group is currently reviewing the scripts. Following the final review and approval, audio will be recorded and videos will be compiled.

Torch Award Program Promotion (Joint Goal)

- Several #TorchTuesday posts have been shared on social media and a document was created to track our posts to social media so we will meet this goal!

BPA Cares

- Social media has been used to promote BPA Cares, specifically the BPA Chapter Social Media Week (an aspect of several awards).

Innovate Member Opportunities



National Officer Scholarship Fund

- To monitor our progress for this goal, we created a spreadsheet for each officer to track their individual and our overall donation progress!

Recognition Opportunities

- Information was shared on the National BPA Social Media Pages and officer accounts about the Student Social Media Marketing Challenge.

- Several member and chapter spotlights have been posted on social media, but to ensure that constantly we are making progress towards our goal, a document was created to track our posts to social media!

BPA Shares

- BPA Shares entries have been reviewed! Next, brainstorming will take place for what this resource should look like for our members on the website!

Buddy States (Joint Goal)

- The national officers have been tasked with reaching out to their Buddy States using a letter template. If we receive contact from the State Advisor, we will send national updates periodically to the State Advisor (to forward to their state officers) or directly to the State Officers, depending on the advisor's preference!



Fostering Advocacy Opportunities

Communication & Resources (Joint Goal)

- Our advocacy letter template is being reviewed so that the national officer will have an informative and professional letter to share with our elected officials and community leaders.
- In September, our team shifted our goal to contact an elected official or community leader to connect with community leaders to advocate for support of BPA programs (as our letter template was still in the writing stage). Many officers reached out to their principals, superintendents, and school boards to share the great work of our organization!

National Leadership Conference



Promotion & Planning (Joint Goal)

- Committees were created and each committee chair will work alongside Mr. Smith to brainstorm and share ideas with the full team.

Modernizing Online Communications



Social Media

- Content templates were created for the national officer team to start building a cohesive look with our new branding and colors across all social media platforms.
- Chapter Social Week will be November 18th-24th, 2019! The daily themes are Merch Monday, Travel Tuesday, Winning Wednesday, Thankful Thursday, Friendship Friday, Social Media Saturday, and Service Sunday. We encourage the Board to use #BPASocial and post on their social media accounts with pictures!

Academic Integrity Policy

Academic integrity is at the center of Business Professionals of America's educational mission. It is imperative that all work submitted by our membership be a true reflection of that individual's and/or team's effort and ability. This includes, but is not limited to:

- Workplace Skills Assessment Program (WSAP) competitive event project submissions and all online assessments.
- Application submissions for the BPA Cares, Torch Awards or scholarship programs.

Any member (including, but not limited to, advisors, students, alumni, volunteers) who has demonstrated unacceptable academic behavior by violating the National BPA Academic Integrity Policy is subject to disciplinary action.

Intentional or unintentional violations of the Academic Integrity Policy, include but are not limited to:

- Not citing a source in text and/or in a Works Cited when:
 - Using another individual's work, idea or opinion
 - Using information from any source or reference material
 - Using any charts, infographics, pictures, sounds or any other media elements
 - Using quotations from an individual's actual spoken or written words
 - Paraphrasing (putting into your own words) an individual's work
- Allowing advisors, alumni, parents, friends or any other individual to create content for the competitor(s)
- Attempting to cheat on any objective online or offline assessment exam (example: using online resources and/or old BPA tests during the event)
- Removing and/or sharing any event-specific information from the event (such as the test, application tasks, objective test questions, speech prompts, etc...)
- Fabricating signatures on entry forms and/or release forms
- Fabricating sources (such as creating fictitious articles or authors)
- Re-using your own projects from previous years (self-plagiarism)

National BPA Academic Integrity Violation Procedures

The following guidelines will be adhered to if a member has demonstrated a violation of the National BPA Academic Integrity Policy:

1. Any individual who discovers sufficient information to substantiate an academic integrity violation should immediately (within one hour) complete an Academic Integrity Violation Form and submit to the BPA Director of Education at the Competitive Events Headquarters if during NLC, or via email if occurring prior to NLC (pre-judged materials, BPA Cares applications, Torch Award resumes, scholarship applications, etc.).
2. Upon receipt and review of the Academic Integrity Violation Form, the Director of Education will notify the Grievance Committee of the alleged violation (including a detailed synopsis and proof to substantiate the violation via the Academic Integrity Violation Form).
3. The Grievance Committee will review the Academic Integrity Violation Form and, if the violation is substantiated, determine an appropriate course of disciplinary sanction(s) based on proof and the severity of the violation, which may include:
 - a. a reduced score on any scorable item/entry
 - b. a grade of "zero" on any scorable item/entry
 - c. immediate disqualification from the related competitive event, BPA Cares program, Torch Awards program, scholarship and/or any other related event in the BPA Platform, and/or
 - d. membership suspension.
4. The respective member, local advisor, and state advisor or designee will be notified of the Academic Integrity Violation and given the opportunity to respond/appeal the decision if disciplinary action is taken.

State associations may follow these violation procedures for their regional and state leadership conferences and/or may enforce additional penalties.

ACADEMIC INTEGRITY VIOLATION FORM

Please fill out the form below within one (1) hour of the violation to file an academic integrity violation. The completed form should be hand delivered to the Director of Education at the BPA NLC Competitive Events Headquarters if the violation occurs during NLC, or emailed to amcnew@bpa.org if the violation occurs prior to NLC. The BPA Grievance Committee will notify the member, local advisor, and state advisor or designee of the Academic Integrity Violation and an opportunity will be provided to respond/appeal the decision if the violation is substantiated and disciplinary action is taken.

If you have multiple members and/or a team to report for the same violation, complete the form and save the file once for each member/team and update the information beginning on page 2.

REPORTER INFORMATION

Name:	Position Title:
Report Date:	Report Time:
Cell Phone:	Email:

VIOLATION INFORMATION

Member/Team Name:

Date(s) of Violation:

Violation Description:

*Please include **specific details/proof** as to what happened, when it happened, where it happened, and who was involved. Please attach any supporting documentation to this form.*

MEMBER/TEAM INFORMATION

Please complete this section of the form for **each member/team** you believe is/are responsible for academic dishonesty.

Member/Team Name:

Member/Team ID# (if known):

Violation(s): *(Mark all that apply.)*

- ☐ **1a. Cheating:** Attempting to cheat on any objective online or offline assessment exam (example: using online resources and/or old BPA tests during the event). Allowing advisors, alumni, parents, friends or any other individual to create content for a member/team.
- ☐ **1b. Citation(s):** Failure to cite a source in text and/or in a Works Cited when using another individual's work, idea or opinion, using information from any source or reference material, using any charts, info-graphics, pictures, sounds or any other media elements, and/or using quotations from an individual's actual spoken or written work.
- ☐ **1c. Complicity in Academic Dishonesty:** Helping or attempting to help another member/team to commit an act of academic dishonesty.
- ☐ **1d. Fabrication:** Fabricating signatures on entry forms and/or release forms and/or fabricating sources (such as creating fictitious articles or authors).
- ☐ **1e. Impermissible Collaboration:** Removing and/or sharing any event-specific information from an event (such as a test, application tasks, objective test questions, speech prompts, etc.).
- ☐ **1f. Self-Plagiarism:** Re-using your own project(s) from previous years.

Disciplinary Sanctions Imposed: *(Mark all that apply.)*

- ☐ No sanctions imposed
- ☐ Reduced score
- ☐ Zero score
- ☐ Disqualification
- ☐ Membership suspension

Comments regarding committee sanctions:

Board Representative

Board Representative

National Officer

National Officer

Local Advisor

Local Advisor

Executive Director