



**Business Professionals of America
Minutes
Board of Trustees Meeting
Tuesday, November 19, 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 7:33 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; Shauna Williams; Evan Wolff; and LouAnn Ross, Executive Director.

Absent:

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

OPENING REMARKS

Cedric Bandoh, Board Chair, congratulated Dianne Carroll for completing Board Effects Training.

CONSENT AGENDA

Minutes from October 29, 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 Angie Benson. The 2nd was by Evan Wolff. 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

Athena reported the membership numbers are close to this time last year. Mall sales are up significantly. Anticipate by January to have sponsorships and growth.

Strategic Plan Progress Update

Debbie Darnell, Chair, thanked the committee members Diane Carroll, Amy Riddle, Emily White, and Dr. Ross for the amount of work done on the Dashboard. She explained the dashboard and the progress to date.

Marketing & Stakeholder Engagement Update

Heather Bunning, Director of Marketing & Stakeholder Engagement

Heather emphasized the **Students Recruiting Students BPA Video Contest** explained in her report (at the end of the minutes.) This is a way for the students communicate peer to peer and build a library of videos. This is an exciting opportunity for our students.

NLC 2029 Site Proposal

Jonathan Smith, Director of Strategic Programs & Experiences

Presented a proposal from the Washington DC Gaylord National for NLC 2029. The concessions and room rates are excellent. Athena Frank moved to accept proposal for Washington DC Gaylord National for NLC 2029. Natasha Smith seconded the motion. Motion adopted.

National Business Advisory Council (NBAC) Appointments

Dr. LouAnn Ross, Executive Director

P & P page 11 states composition of NBAC includes the Alumni rep and Business rep on the Board of Trustees and a delegate from every major sponsor.

Current NBAC roster: Evan Wolff, AICPA; Owen Hamilton, Conference Direct; Brandon Winter, Stukent; Cedric Bandoh, HP Inc.; Angie Benson, Alumni Board representative. There may be more appointments coming from major sponsors.

Seeking approval of appointment of Zina Koptelina, Dell EMC to NBAC and Darlene Uren, Chinsky Restaurant Group, Inc.

Athena Frank moved to appoint Zina Koptelina and Darlene Uren to NBAC. Angie Benson seconded the motion. The motion was adopted.

National Center Update

Dr. LouAnn Ross, Executive Director

Thanked the staff and board for work that continued while she was gone. The National Center was moved with tremendous help from the staff. It was not easy. Two new sponsorships—YWCA in DC as silver sponsor. Lead for Change as a gold sponsor. AICPA is a new premier sponsor for the Industry Leadership Conference.

Heather and LouAnn working on a year-end giving plan.

She attended the National Coordinating Council for CTSOs meeting today in Washington DC.

Tentative Agendas for Upcoming Meetings

January 10-12, 2020 Regular Board Meeting (Annual Winter Meeting)

Cedric Bando, BOT Chair

US Department of Education Visit on Friday

“Leaders Eat Last” Session

Code of Conduct & Ethics Policy

Committee Meetings

Time with National Officers

Audit Report

National Staff Reports

Executive Director Evaluation

Executive Session

The Board of Trustees moved into executive session at 8:58 pm CT.

The Board of Trustees moved out of executive session at 9:19 pm CT.

Adjournment

Meeting was adjourned at 9:19 pm CT.

Debbie Darnell, Secretary

Approved January 11, 2020.

REPORTS and UPDATES

● Director of Education Report ●

November 19th Board Meeting

Tech Ed Team

Patrick Schultz and I work daily together to continually improve our education platform. Constant communication, emails, suggestions, and support!

- November 7th: First ALL CEAC members meeting
-

2020 State Exams

- Monday, December 2nd Release Date
 - In the process of updating and finalizing

2020-2021 Authors

- As of November 14, 2019 only needing 7 authors
- Sending out author documents and templates to each author
 - Individually changing templates for each event
- Four events for 2020-2021 have already been authored

Grant Writing

- Researched and have taken online classes to expand knowledge
- Searching for potential grants

Webinar Series

- November 6, 2019—Hosted AICPA Webinar
 - November 6, 2019

“The strength of the team is each individual member. The strength of each member is the team.”

~Phil Jackson

Director of Leadership Development Board Report 11/19/2019

National Officer Coordination

- Supported the final revisions of the SCS Level 2 – New Deadline to be announced upon release of the series (Updated deadline for Level 2 only, 1/31/2020). We will have the Level 2 released this week with the support of Patrick Shultz.
- Attended Secondary and Post-Secondary meetings. Provided guidance and support to their program of work projects.
- Initial Preparation for winter meeting. Flights have been secured for Officers.

Advisor Certification Series (ACS)

- Completed the Advisor Certification Series on November 4.
- On November 4, I conducted a Virtual Advisor Roundtable to discuss the Advisor Certification Series. I received feedback about what Advisors would like to see in an ACS Level 2. The time to complete the series and the deadline were among the top stated barriers for completion of the series.
- 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. The final date for completion is November 18, 2019. I will be able to provide updates on numbers.

Leadership Engagement Opportunities

- Served as a session speaker for the Idaho Business Educators Association Conference (IBEA) in Sun Valley, Idaho. Topics included The Advisor and Student Relationship and the Advisor Certification Series.

Fostering Future Relationships

- Secured a Silver level sponsorship of \$3500 from YWCA, USA (Collaborated with Jonathan Smith)
- Secure a Gold Level Sponsorship of \$5000 with Lead4Change (Collaborated with LouAnn Ross)
- Attended a grant writing course

Other Items

- Collaborated with Jonathan Smith on updating and releasing guidance for the Presidents Volunteer Service Award (PVSA).

Upcoming engagements

None at this time

Items for Committee Consideration

None at this time

Director of Member Services Report

Provided by Mark Burch

Board of Trustees Meeting

November 19, 2019

Current 2019-2020 Membership Data:

- Middle Level Division = 896
 - Secondary Division = 30,703
 - Post-secondary Division = 1,221
 - National Virtual Chapter = 25
- } Total = 32,845

I will also be sending a monthly membership update to members of BOT, SAAC, and national staff. I have attached the report reflecting membership as of October 31, 2019. As you can see from the numbers posted above, we have added many members in the month of November.

New Chapters Added for 2019-2020

We have added a total of **81** new chapters so far. We have added the following Independent Chapters:

- California
 - Adolfo Camarillo High School – 9 members
 - Dougherty Valley High School – 1 member
 - North Hollywood High School – 6 members
- North Carolina
 - Enloe High School – 10 members
- Maine
 - Royal Academy – 1 member
- New Jersey
 - JEC High School – 8 members

Membership Numbers as of 10/31/2019												
State	Middle Level			Secondary			Post-secondary			Combined Totals		
	Adv.	Stu.	Tot.	Adv.	Stu.	Tot.	Adv.	Stu.	Tot.	Adv.	Stu.	Tot.
Alaska	0	0	0	4	17	21	1	2	3	5	19	24
California (I)	0	0	0	1	9	10	0	0	0	1	9	10
Delaware	13	224	237	18	214	232	0	0	0	31	438	469
Florida	4	60	64	24	549	573	2	12	14	30	621	651
Iowa	0	0	0	9	61	70	14	40	54	23	101	124
Idaho	0	0	0	93	1062	1155	4	17	21	97	1079	1176
Illinois	2	6	8	47	873	920	1	0	1	50	879	929
Indiana	5	21	26	89	1770	1859	1	2	3	95	1793	1888
Kansas	0	0	0	32	406	438	0	0	0	32	406	438
Massachusetts	0	0	0	15	235	250	0	0	0	15	235	250
Michigan	6	17	23	139	2408	2547	12	90	102	157	2515	2672
Minnesota (S)	0	0	0	39	721	760	0	0	0	39	721	760
Minnesota (PS)	0	0	0	0	0	0	8	33	41	8	33	41
Montana	5	28	33	88	994	1082	2	11	13	95	1033	1128
North Carolina (I)	0	0	0	1	10	11	0	0	0	1	10	11
New Mexico	3	9	12	25	348	373	0	0	0	28	357	385
Ohio	4	41	45	285	8396	8681	3	15	18	292	8452	8744
Oklahoma	22	141	163	279	3492	3771	91	547	638	392	4180	4572
Puerto Rico (I)	0	0	0	0	0	0	2	46	48	2	46	48
South Carolina	1	0	1	6	104	110	0	0	0	7	104	111
Texas	7	18	25	209	2588	2797	3	10	13	219	2616	2835
Wisconsin	0	0	0	0	0	0	11	53	64	11	53	64
Grand Totals	72	565	637	1403	24257	25660	155	878	1033	1630	25700	27330

Jonathan Smith, Director of Strategic Programs & Experiences
Board of Trustees Report
November 19, 2019

Since the October 2019 Board Report, several additional hotel contracts have been signed, effectively closing the pre-planning for those years. For 2023, we have negotiated and signed contracts with both the Residence Inn and Springhill Suites in Anaheim, CA. Both properties were used for NLC 2019, and given the positive feedback, as well as the increased room block offer and concessions, I am excited to have those as options again for NLC 2023.

For 2025, after considerable negotiations, I am pleased to announce that the remaining 300 rooms needed for that year will come from the Marriott World Center. Starting at a rate of \$285 per night, with the assistance of Owen Hamilton at Conference Direct, we ended up at \$229 per night with some enticing concessions. Having the World Center added to our portfolio will give those students assigned there the resort-style amenities that others will be experiencing at the Gaylord Palms and Omni Championsgate, but with a significantly lower cost (compare to \$284 at Gaylord and \$249 at Omni).

As we get into November, I continue working on contracts for future years. Two weekends ago, I had the opportunity to be hosted by the city of Dallas in early November, allowing me to visit additional hotels that could be considered for our overflow needs for NLC 2022. Although I'm still evaluating all of the options, I am narrowing down what makes the most sense for our conference attendees. I plan to have a decision made based on relevant information before the end of the calendar year.

Additionally, the Gaylord National Resort & Convention Center has approached us regarding the consideration of a future year with them. After spending some time working out the details, I'm comfortable presenting their offer to the Board for consideration, which I hope to do so in-person during this call.

Lastly, I have been working with the Director of Leadership Development on earning a sponsorship from the Young Women's Christian Association (YWCA). As of last Tuesday, we received a verbal commitment to a Silver level sponsorship (\$3,500.00), and have sent them a Memorandum of Understanding (MOU) to sign. We await the return of that before proceeding with the agreement.

Director of Marketing & Stakeholder Engagement Board Report

November 19, 2019

Branding and Marketing

Branding

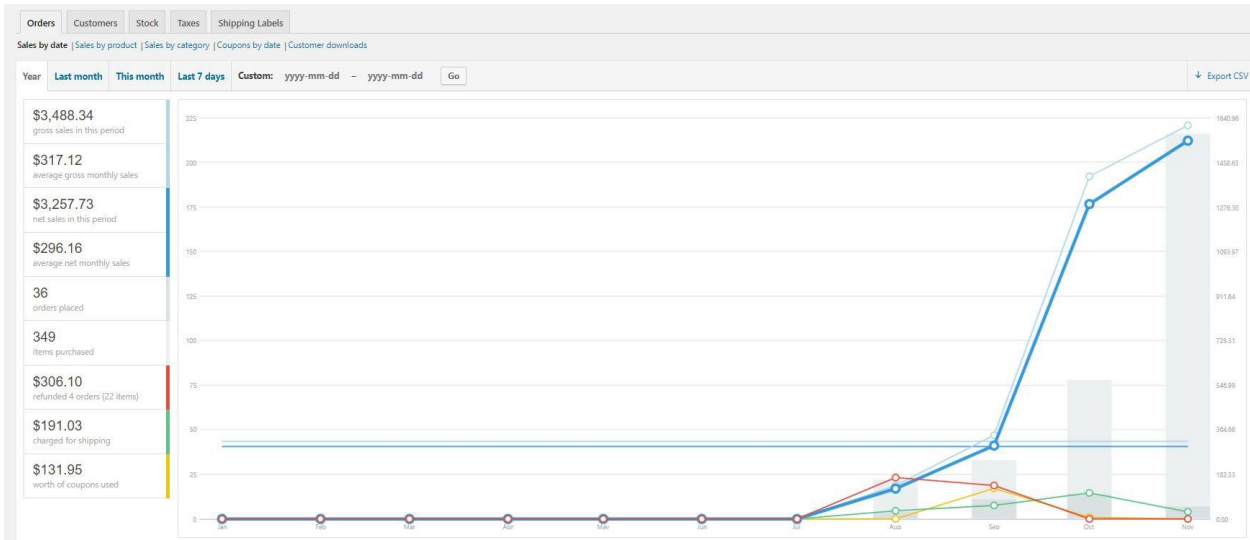
- The work continues collaborating and assisting State Associations and Chapters in an effort to offer guidance/assistance on logo usage questions.
- I receive and respond to inquiries about the brand/logo/marketing/communications daily and the response has been positive from those communicated with.
- I am continuing to work on the chapter logo packages and we are distributing those when completed. 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.

Students Recruiting Students BPA Video Contest (with external business partner)

- As shared in my October 15 report, there is a growing demand by membership for a new membership recruitment video. With the recent roll-out of the organization's new brand, there is interest in developing new and innovative marketing resources that promote BPA. We have begun adding posters, brochures and flyers to the library, but we are also in need of a recruitment video.
- I have been working on the development of a new Student Recruiting Students BPA Video Contest which we will be rolling out in mid-January to our membership.
- We will work to partner with a branding/marketing/video production related business/company who will serve as the contest sponsor.
 - **Overview:** An organization *for students, by students*, we will be introducing this new video production contest inviting students to create a recruitment style video promoting BPA.
 - Telling the story of the organization, what it's about, how students benefit from being involved, and promoting Business Professionals of America to a large audience of students ranging from Middle Level through College is what this contest is all about.
 - Teams of 2-5 students will be invited to compete.
 - **Finalists:** The top three finalist teams will be announced in early March and have the opportunity to attend the 2020 National Leadership Conference in National Harbor, MD May 6-10.
 - At NLC, they will be recognized on stage at the National Honor Awards program where the winning team video will be revealed and premiered.
 - The winning team's video will be released and added to the National BPA Marketing library for use by all states and chapters as well as the National Association.
 - The winning team will also earn the opportunity to have professional mentorship from the sponsoring multimedia company/business.
 - *We will also explore a financial award from the sponsor.

Marketing

- In early November, we announced the release and availability of our new Membership Marketing tri-fold brochure, and made it available to state associations for print and distribution. National BPA has produced a print supply which we will use at upcoming events and conferences and will look into making supplies available to states and chapters that request.
- The BPA Mall has been open for business for two months and we continue to see increased consumer traffic. All preliminary products are in inventory and we have actually gotten to a point where a few items will need to have their first re-order.
 - We have had 37 orders placed since going online
 - 350 items have been purchased
 - We have started to see more chapter orders placed over the past few weeks
 - Our top selling items include:
 - Official BPA T-shirt
 - BPA Polos
 - BPA Socks
 - BPA Hoodies
 - BPA Fitted Baseball Hats



- The Officer pins are still not in inventory with EGroup and there is a growing demand of states and chapters looking to purchase. Dr. Ross and I have been discussing the relationship between BPA & EGroup and will be evaluating over the next few months whether EGroup is the right vendor for certain products.

Stakeholder Engagement

- Jon and I will be in Washington, D.C. November 20-23 and will meet with various vendors that will be involved with NLC. Additionally, we have scheduled meetings with local area businesses and some potential partners/sponsors that we are looking to bring on board with BPA.

Director of Technology Integration Report

Provided to: National BPA Board of Trustees
Provided by: Patrick Schultz, Director of Technology
Integration November 19, 2019

Executive Summary

Quote

Networking is more about “farming” than it is about “hunting”. It’s about cultivating relationships. ~Dr. Ivan Misner

My primary focus since the last Board meeting has been on the development of LMS courses, Virtual Event registration and support, project management of the new DLG developments, and cultivating enhanced relationships with our technology and certification partners.

WSAP Virtual Events Update

Virtual Event Registration Numbers

Virtual Event Registration concluded on November 1st, 2019.

Registration Numbers:

(V01) – Virtual Multimedia and Promotion Individual: **61 Individual Competitors**

(V02) – Virtual Multimedia and Promotion Team: **91 Teams**

(V03) – Software Engineering Team: **80 Teams**

(V04) – Web Application Team: **22 Teams**

(V05) – Mobile Applications: **45 Individual Competitors**

(V06) – Promotional Photography: **419 Individual Competitors**

(V07) – Cybersecurity/Digital Forensics: **189 Individual**

Competitors (V08) – Start-up Enterprise Team: **89 Teams**

(V09) – Financial Portfolio Management Team (Pilot): **105 Teams**

NOTE: The total registrations for each event are very strong in all events with some events seeing additional increases. V09 is the first Finance based virtual event and numbers are impressive for the pilot year. Due to the increase numbers and the new pilot event, the total amount of Virtual Event registration fees due to be collected is: \$14,880, which is one of the highest totals on record.

Technology Department Updates

Learning Management System Update

- Certification Series Update
 - Advisor Certification Series
 - Registered Advisors (as of 11/15/2019): 216 Advisors
 - Student Certification Series Level One
 - Registered Student Members (as of 11/15/2019): 1118 Student Members
- BPA Shares
 - BPA Shares will be launched this week. BPA Shares is a comprehensive resource for members to view best practices in completing BPA Cares awards or competing in WSAP Competitive Events, share leadership activities, fundraising ideas, and/or locate motivational speakers. Members who participate in BPA Shares will be able to communicate with the National Officer Team and submit their own best practices and ideas.

Recent Travel/Events

- **Dell EMC Site Visit**
Oklahoma City, Oklahoma - November 11, 2019
 - **Partnership Video**
 - In collaboration with student members from the Francis Tuttle BPA Chapter, Mark and I interviewed the Dell Team that has been part of the BPA partnership for the past four years in Oklahoma.
 - Key takeaways:
 - The student members from Francis Tuttle were very impressive and professional. This was a great on-site work experience (filming at Dell OKC) and off-site work experience (post- production with myself) for the students.
 - The video (currently under post-production) will be a great tool for highlighting the Dell/BPA Partnership and will be used to showcase the need for additional Dell Support (more information available upon request) to Dell Leadership.
 - The video will be shared with the Board upon approval from Dell EMC.
 - **Presentations to Site Leadership**
 - In collaboration with Mark, two presentations were given to Dell Site Leadership.
 - The first presentation, given to the Oklahoma City Site Director, provided a detailed overview of BPA, it's programs and offerings to members, previous involvement with Dell, and a strategic plan for future success.
 - The second presentation, given to the Level 3 staff managers, provided a deep dive into the partnership with Dell and BPA in terms

of the
Oklahoma State Association, National Leadership Conference, and
the upcoming Texas State Association.

- **Certiport**

- **Salt Lake City, Utah – November 12, 2019**

- I traveled to Salt Lake City to meet with our partners (David Watkins and Tyson Davis) at Certiport. The day was spent reviewing past procedures and logistics at the previous NLC in Anaheim, while strengthening our partnership through the brainstorming of additional opportunities for our members.

- **TestOut**

- **Salt Lake City, Utah – November 13, 2019**

- I spent the full day with TestOut, their executive leadership team and their technical development team.
 - Currently, TestOut sponsors and authors the tests for our Linux Operating System Fundamentals Pilot. As a result of our discussions, TestOut would like to sponsor additional contests (to be reviewed by CEAC during the Summer Meeting), would like to provide scholarships (curriculum and certification vouchers) to competitors at the NLC, and will be sponsoring certification vouchers for all competitors in the Linux Operating System competition at the NLC.
 - Additional opportunities for members will be shared as they are finalized.
 - *Note: TestOut sponsored my travel to Salt Lake City.*

Member Registration System and Conference Management System Development Update

The development project with DLG Enterprises for a new Member Registration and Conference Management System continues to be a work in progress. The development project will take place in multiple phases. The current phase of this project is the creation of a functionality roadmap: this includes the documentation of technical requirements and functionality of our current systems with a list of future requirements and functionality (i.e. online invoice payments). Once the functionality roadmap is finalized and uploaded to Asana (DLG's project management tool), additional development deadlines will be set.

POST-SECONDARY DIVISION NOVEMBER 2019 REPORT

STUDENT CERTIFICATION SERIES

- **The second level content is being finalized and two of the four videos have already been recorded. The other two modules are being worked on closely with Ms. Bethea and Mrs. Bunning to make sure that the content of these modules is quality. We will release this portion of the**

Student Certification Series as soon as the material is tested and ready to be utilized. The deadline to complete the Student Certification Series Level 1 and Level 2 will be extended to January 31st to give members more time to participate.

INDUSTRY LEADERSHIP CONFERENCE

- 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

- Chapter Social Week will be held November 18th-24th. The team has been promoting the different topics for each day of the week to get members ready and excited to participate.

MEMBERSHIP ENGAGEMENT

- We have begun building a template for our newsletter that we would like to have sent out to Post-secondary members and advisors to increase engagement. We have also decided on the content to contain in the first newsletter, and hope to get this sent out shortly with the help of Mr. Schultz.
- 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 \$500 towards our National Officer Scholarship fund that will be awarded to members at the National Leadership Conference in May. A spreadsheet has continued to be utilized 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. These committees have begun meeting to discuss tasks and will report back to the full team at our next full team meeting.

Secondary Division National Officer Team Update

November 2019

Program of Work



Enhancing Membership Engagement

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

- Several scripts and PowerPoints for Level 2 are still pending final review and approval before audio can be recorded. Audio is being compiled for the other scripts and videos will start being made! We decided as a team to extend the deadline for both Level 1 and Level 2 so that members will have additional time to complete both levels with the delayed release.

Torch Award Program Promotion (Joint Goal)

- Using our social media templates, we were able to promote the Torch Awards Program on social media. We used Instagram stories to ask members about their Torch Awards goal for the year and we received some amazing responses!

BPA Cares

- We've been promoting BPA Chapter Social Media Week (an aspect of several BPA Cares awards).

Innovate Member Opportunities



National Officer Scholarship Fund

- We have been updating our progress for our fundraising goals in an Excel file.

Recognition Opportunities

- An interest group has been formed to be supporting the formation of and researching potential best practices for BPA Scholars.

BPA Shares

- BPA Shares is being finalized! We are looking forward to sharing

this amazing resource with our members and advisors. Stay tuned!

Buddy States (Joint Goal)

- The national officers have furthered their communication with their buddy states by reaching out the state officer teams (if a response was received from the state advisor).



Fostering Advocacy Opportunities

Communication & Resources (Joint Goal)

- Our advocacy letter for the National Officers to utilize is pending review! The National Officers have been encouraged to reach out to their elected officials with professionalism, but we are excited for our template to be finalized to ease the process further.



National Leadership Conference

Promotion & Planning (Joint Goal)

- Mr. Smith gave guidelines to the committee chairs for NLC. Meetings are being set so that brainstorming and decision making can begin!



Modernizing Online Communications

Social Media

- Using our new social media templates has encouraged us all to be more active on social media. We've started an accountability system to make sure that we are remembering to post on our assigned days, in addition to brainstorming content ideas!
- Chapter Social Week is this week! (November 18th-24th)! You still have time to post for 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! If you're not sure what to post or how to get involved, check National BPA's social media pages.