



**Business Professionals of
America Minutes
Board of Trustees Meeting
February 25, 2020**

CALL TO ORDER

Chair, Cedric Bandoh, called the meeting of the Business Professionals of America (BPA) Board of Trustees (BOT) to order at 8:30 pm EST.

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; Evan Wolff; and LouAnn Ross, Executive Director.

Absent: Shauna Williams

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

OPENING REMARKS

Cedric Bandoh, Board Chair, stated it was good to see everyone virtually and he is excited about the SLCs occurring. He and Dr. Ross met with the Secretary of Education and other Administrators in Puerto Rico. Puerto Rico students asked at NLC last year to meet with Cedric and Dr. Ross. Before meeting with them, the Puerto Rico membership felt isolated. Now they feel they are valued as members.

CONSENT AGENDA

Approval of Minutes from Annual Winter Meeting – January 11-12, 2020.

Education Report (*located at end of minutes*)

Amber McNew, Director of Education

Member Services Report (*located at end of minutes*)

Mark Burch, Director of Member Services

Strategic Programs and Experiences Report (*located at end of minutes*)

Jonathan Smith, Director of Strategic Programs & Experiences

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

Heather Bunning, Director of Marketing & Stakeholder Engagement

Technology Integration Report (*located at end of minutes*)

Patrick Schultz, Director of Technology Integration

Athena Frank moved to approve the consent agenda including the minutes as corrected. Natasha Smith seconded the motion. Motion adopted.

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 on the Finances as of December 31, 2019. She expressed appreciation to AICPA for their input on the Accounting & Financial Policies & Procedures document.

2020 NLC Pre-Conference Update

Jonathan Smith reported that the Conference Preview Guide is now released. NLC planning is on track and conference partners are being finalized. Registration will be open this upcoming Friday.

Technology Integration Update

Patrick Schultz, Director of Technology Integration

Patrick shared a Virtual Event Presentation scheduling system that he created which will be used to streamline the scheduling at NLC. This will allow teams to schedule and the advisor will confirm.

Confirmation emails and texts will be sent.

Our website is now translated into Spanish.

National Center Update

Dr. LouAnn Ross, Executive Director

Staff meetings are held weekly. She met with the Puerto Rico Secretary of Education and the Assistant for Career and Technical Education. They want to work on a charter for Puerto Rico.

They talked with the Board of Education in California about the IT components of BPA. She met with Tennessee and is in beginning conversations about BPA.

We have received new partnerships by continuing to cultivate relationships as a National Staff team effort. Sponsorships for this year are over \$100,000.

BOARD NOMINATING COMMITTEE APPOINTMENTS

One Board Representative and a NBAC Representative are needed on the committee due to resignations. Athena Frank moved to appoint Natasha Smith and Angie Benson to the nominating committee. It was seconded by Amy Hollingsworth. Motion adopted.

TENTATIVE AGENDAS FOR UPCOMING MEETINGS

March 31, 2020 Regular Meeting Tentative Agenda

Accounting & Financial Policies & Procedures

Member Code of Conduct & Ethics Policies

EXECUTIVE SESSION

The Board of Trustees moved into executive session at 10:04 pm EST.

The Board of Trustees moved out of executive session at 10:35 pm EST.

Adjournment

Meeting was adjourned at 10:36 pm EST.

Debbie Darnell, Secretary

Approved March 31, 2020.

REPORTS



● Director of Education Report ●

February 25th Board Meeting

Tech Ed Team

Patrick Schultz and I work daily together to continually improve our education platform. Constant communication, emails, suggestions, and support! Some of the areas we are working on:

- Health Assessment Area
- LMS Course Ideas (Project Management, BPA Shares)
- Certiport/Precision moving to a 1 or 3 day certification pass for NLC

2020-2021 Events

- As of February 18th, only 12 tests still out for first audit
- As of February 18th, 20 tests are back from the authors after first audit (*due date is February 28th*)

National Leadership Conference

- Set up our Host Committee
- Working on schedule of events
 - NO COMPETITIVE EVENTS on Wednesday
 - All competitive events will start on Thursday
 - OPENS will be available on Wednesday 12-5
 - Thursday 10-4 and Friday 10-4
 - NO Saturday Opens
- NLC tests/keys
 - formatting and updating all exams
 - auditing all exams
- Starting to put schedule in DLG for NLC

CEAC

- Held CEAC Chair Meeting
- Held all CEAC Member Meeting
- Finalizing CEAC Handbook

Director of Member Services Report

Provided by Mark Burch

Board of Trustees

Meeting February 25,

2020

Current 2019-2020 Membership Data:

- Middle Level Division = **1,620**
- Secondary Division = **39,797**
- Post-secondary Division = **2,036**



43,453

My primary focus following Winter Meeting was working with state and local advisors to ensure that we got as many un-submitted invoices submitted prior to the February 15th deadline. On my last report we had more than 4,000 members not submitted. As of today we are down to 266.

I have attached the following reports, which were also sent to BOT and SAAC:

- Membership Numbers as of February 15, 2020
- Official 2019-20 Year End Membership Breakdown

New Chapters Added for 2019-2020

We have added a total of **98** new chapters so far. Here is a breakdown of the top state associations:

- Texas = 40
- Indiana = 8
- Montana = 8
- Ohio = 8
- Michigan = 6
- New Mexico = 5

Independent / Virtual Member States Added for 2019-20

- Alabama
- California
- Georgia
- North Carolina
- Maine
- Maryland
- New Jersey
- Pennsylvania
- Utah
- Virginia
- Washington

Top 5 Membership by State:

1. Ohio – 9,636
2. Texas – 8,647
3. Oklahoma – 6,529
4. Michigan – 3,812
5. Indiana – 2,414

Top 5 Membership Growth from 2018-2019 by State:

1. Oklahoma: + 874
2. Minnesota (PS): + 204
3. Indiana: + 91
4. Texas: + 73
5. Alaska: + 55

National Virtual Chapter:

We currently have **31** total members, which is an increase of 18 from 2018-2019.

- Middle Level = 4
- Secondary = 14
- Post-secondary = 13

We also had two members run for office and get elected to the following positions:

- Ashley Lin (Union high School, Bellevue, WA) – *Secondary President*
- Tori Young (Brigham Young University, Provo, UT) – *Post-secondary President*

I am also currently working with Mr. Patrick Schultz to design a dedicated National Virtual Chapter website that will serve as the central hub for all NVC members.

Miscellaneous:

- I have been working with Ric Cowles and Michele Gordon to make sure invoices are paid. To help alleviate some of the stress and anxiety associated with attending NLC, we created an ***NLC Planning Notice*** to help ensure NLC invoices are paid prior to schools arriving on-site in Washington, D.C. (attached)
- Dr. Ross, Patrick Schultz and myself met with key stakeholders from the California DOE and presented on the benefits of adding BPA in their state. We plan to continue these conversations over the coming weeks.
- I was able to connect with the Career Tech Coordinator for Epic Charter Schools in Oklahoma and plan to make an on-site visit to them in the next few weeks. They are the largest charter school in Oklahoma, with more than 15,000 students.
- We continue to have discussions with Tennessee about the possibility of bringing BPA to their state.



**BUSINESS
PROFESSIONALS
of AMERICA**

**Giving Purpose
to Potential**

BPA National Leadership Conference Planning Notice

This information is being provided in an effort to help alleviate some of the stress involved with getting your students registered and prepared to attend NLC. Ensuring that these items are taken care of prior to arriving at NLC will lead to a more enjoyable experience for you and your students.

First, your membership invoice(s) **MUST** be paid in full before you will be allowed to register members for NLC. To ensure that your membership invoice(s) have been paid, please follow these steps:

1. Login to MRS at <https://www.registermychapter.com/bpamem/>
2. Go to **Step 5: Prepare / View Invoice**
3. Select: [Click here to view Invoices\(s\) already submitted](#)
4. Click on the **Invoice #** to view details and ensure that the balance is **\$0.00**

Prior to arriving on-site for NLC, it is your responsibility to follow-up and make sure that your NLC registration invoice is paid. Please do not assume that your local school district has processed payment, only to be surprised when arriving on-site to find payment is missing. To ensure that your invoice(s) have been paid, please follow these steps:

1. Login to CRS at <https://www.registermychapter.com/bpamem/Conf.asp>
2. Select the appropriate chapter (some of you have multiple chapters)
3. Select **"2020 National Leadership Conference"**
4. Select your **invoice #** and ensure that the Balance Due is **\$0.00**

You will NOT be able to pick-up conference registration materials if you have an outstanding NLC Invoice

Here is some additional helpful information:

- If your NLC invoice is not paid prior to arriving, you will be expected to pay by check or credit card before you receive your registration materials. School Purchase Orders are **NOT** accepted on-site as a form of payment.
- School Purchase Orders cannot be added to invoices that have been submitted. National BPA is also unable to change the date on invoices that have been submitted. Please follow your local district policies regarding a PO prior to submitting your NLC invoice.

For assistance please contact Michele Gordon at mgordon@bpa.org or Mark Burch at mburch@bpa.org.

Thank you for being AMAZING!

Mark Burch
National BPA Director of Member Services
(614) 407 – 7482

Jonathan Smith, Director of Strategic Programs & Experiences
Board of Trustees Report
February 25, 2020

After many months of conversations and negotiating, I'm pleased to report that we've finalized the last of NLC 2020's foreseeable housing needs. The Hampton Inn and Suites, located across the street from the Gaylord National Resort, will be providing us an additional 50 guestrooms per night during the conference at a rate of \$264.00 plus tax (comparable to the rates at the AC Hotel and Residence Inn). This hotel will first serve as the assigned conference hotel for the Michigan Middle Level state association, as well as a general overflow hotel knowing that we are always in need of additional guestrooms at NLC.

Since November, I have been working with the Executive Director and the Director of Marketing & Stakeholder Engagement in order to on-board Facebook as a potential year-round sponsor. As of late January, Facebook signed on as a Premier level sponsor. This partnership will provide our members with early access to Facebook educational content and resources and will allow our members the opportunity to assist in shaping those offerings before being made accessible to the general public. As Dr. Ross shared in the organization announcement, this is an exciting partnership that could open new doors for BPA, as well as put our members at the forefront of business and social media innovation.

As is the time of year, I have been working collaboratively with National Staff, the National Officer Team, and our various vendors and partners in order to prepare and execute a successful National Leadership Conference in May. From my perspective, we are on-target and progressing as expected towards that goal. The most notable milestones at this point are the release the 2020 National Leadership Conference Preview Guide, which will have been made available to the membership by the time of this Board meeting, as well as the opening of the Conference Registration System, which I am working towards finalizing for the registration open date of February 28th.

Director of Marketing & Stakeholder Engagement Board Report

February 19, 2020

Branding and Marketing

Branding

- I am pleased to share that our lawyers have informed us we have now received the Notice of Allowance for all trademark applications and we can now work to file the Statements of Use for each mark. Our lawyers have been able to create all of the necessary specimens from our website and Chapter website for the Service Mark applications, and I will begin working with them on gathering up specimens for the Collective Membership applications.
- The service mark applications were filed in Classes 35 and 41 with the following service descriptions:
 - **Class 35:** *Organizing chapters of a career and technical student organization for students pursuing careers in business management, office administration, information technology and other related fields and promoting the interests of the members thereof.*
 - **Class 41:** *Educational services, namely, conducting conferences, classes, and workshops in the field of business and office occupations and leadership development, including the distribution of related course materials; Providing recognition and incentives by the way of awards to demonstrate excellence in the field of workplace skill development and leadership.*
- For the Collective Membership applications, applications were filed in **Class 200** with the following description: *Indicating membership in a(n) to indicate membership in a co-curricular, national career and technical student organization that provides opportunities for growth through education, competition, community service and personal development for students pursuing careers in business management, office administration, information technology and other related fields.*
- We have also been informed by our lawyers that we have received the Certificates of Registration from the USPTO **for Giving Purpose to Potential** and **Business Professionals of America** (Classes 35 and 41)!

Marketing

- In early February we released the next poster in our marketing series. This focus was on Torch Awards. I worked with Rhyan Goodman, Secondary National Vice President, to bring his ideas to life for this marketing initiative. We have received positive feedback from advisors regarding these posters and will continue to work to bring new resources to our members. Other poster concepts still to come include: Leadership, BPA Cares, and Alumni Engagement.
- I have been working to finalize the NLC Conference Preview Guide with Jonathan Smith and the staff with a goal of pushing the publication out in advance of the NLC Registration opening.

- The BPA Mall continues to do well since it's opening in September and we continue to see steady consumer traffic. We have had to replenish a few of our items in the BPA Mall including polos and t-shirts which is a good sign. We are anticipating an uptick as State Leadership Conferences get closer and we are also working to prepare inventory to bring with us to NLC for the on-site BPA Store.
 - Our net sales to date: \$9,325.56
 - \$136.78 in refunds issued (mainly Patrick Schultz from set-up testing)
 - \$408.95 worth of coupons used (special offerings)
 - Our highest month of sales to date was November with a net sales of \$3,244.32 (in large part to a Chapter order for over 70 t-shirts)
 - Our average net monthly sales: \$1,554.26
 - We have had 71 orders placed since going online for a total of 1,129 items purchased
 - Our top selling items include:
 - Official BPA T-shirt
 - BPA Polos
 - BPA Hoodies
 - Diplomat & Executive Torch Pins
 - Coffee Mugs
 - BPA Socks

Stakeholder Engagement

- On February 5th, I participated in a virtual presentation to the Business Pathway Students at CTHS in Alaska on Building Your Brand In a Digital Age. I believe there were about 90 students in attendance, many of which were not involved with BPA. After my presentation, I understand that Mrs. Amy Riddle had a few students speak with her and the state officers to learn more about BPA and has had some students sign up to become BPA student members.
- I was honored to be able to attend the Alaska BPA State Leadership Conference February 13-15 and work alongside Ms. Amy Riddle, her state officer team and the alumni and community volunteers. I participated in their Career Fair, served as a Competitive Event Judge and workshop presenter. The conference offered me an opportunity to speak with many BPA students and hear their BPA story, what they like about BPA, what they'd like to see in BPA and connect with the students and advisors directly.
 - While in attendance at the Alaska State Leadership Conference, I also had the opportunity to meet with many local area professionals and learn why they are involved with BPA. In addition, I met with three very strong Alaska State Alumni members and discussed engagement at the National level with them. Encouraging them to join the National BPA Alumni Division.
- I have begun working with the National BPA Alumni Executive Committee as liaison support transitions back to me from Mark. A few of the top-level items I'm working on with them include:
 - Preparation for NLC and working on some NLC related outreach initiatives. This is to both promote engagement at NLC and to showcase the opportunities that exist for alumni around NLC whether in person or leading up to the conference.
 - The National BPA Alumni Division will be hosting a Scavenger Hunt in National Harbor, MD with the goal of raising funds for scholarships.
 - They will also be hosting an alumni division workshop at NLC as part of the BPA University program and will be supporting the NLC Volunteer &

Internship Program. There will also be a few alumni that will be serving on Host Committee for NLC.

- Friendraisers: There will be a couple of alumni who will be beta testing this new (to BPA) concept with the hope of rolling it out fully in the next membership year.
- National BPA Alumni Polos: At the request of National BPA Alumni Division President Darlene Uren, we have procured polos for the Executive Committee members to wear at state and national conference events.

Sponsor and Partner Engagements

- As has been previously reported, we are excited to welcome Facebook as a new sponsoring partner at the Premier Level. Working with Jonathan Smith and Dr. Ross to finalize this partnership will bring some incredible resources and opportunities to our members both students and advisors alike.
- I am pleased to report that Barefoot has committed to another year of BPA Day of Service Sponsorship at \$500 and Cybis has also once again committed to a \$1,000 sponsorship for the BPA Day of Service. Both funding supports will go a long way in advancing the BPA Day of Service efforts that have been identified by this year's National Officer Team.
- I have been working with a number of new and returning sponsoring partners to produce their marketing, outreach and public relations efforts. This includes press releases and other local and national media. We have been working to capitalize on the month of February to push out these communications to leverage exposure during CTE Month.

Director of Technology Integration Report

Provided to: National BPA Board of Trustees

Provided by: Patrick Schultz, Director of Technology Integration

February 20, 2020

Executive Summary

Quotes

“Don't be too timid and squeamish about your actions. All life is an experiment. The more experiments you make the better.”

— **Ralph Waldo Emerson**

“Courage is a blend of discretion and capacity to take calculated risk.”

— **Shesh Nath Vernwal**

My primary focus since the last Board meeting has been on the development of LMS courses, enhancements to the web platforms, 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 Competition Update

All Virtual Events are currently in the Presentation Round with all presentations scheduled to be completed on February 27th. The Top 10 competitors/teams advancing to the National Leadership Conference will be notified no later than March 1, 2020. Additionally, State Advisors will receive a list of the Top 10 competitors from their state for each of the virtual events in case they want to recognize those individuals at their State Leadership Conferences that have not occurred yet.

Technology Department Updates

Learning Management System Update

Course	Enrollees	Certificates Earned (Completers)
Advisor Series	326	70
Student Series Level One	1587	641
Student Series Level Two	1587 (All Level One were auto-enrolled in Level Two)	61

- Complete lists of certificate recipients (advisor and student members) were emailed by state to the respective State Advisors.

Multilingual BPA Website Now Available

In order accommodate our multi-language learners, especially our constituents in Puerto Rico, I have translated the bpa.org website into Arabic, Chinese (simplified), English, French, German, and Spanish. This functionality can be enabled by going to the www.bpa.org website and selecting the desired language in the upper right-hand corner.



BPA Gateway

A large amount of progress has been made in connecting the future BPA Gateway (Custom Member Resource Portal) to the DLG Membership System. I developed a custom tool to authenticate to DLG and return all user data in a secure manner. This will allow for customized resources to be shown to members based on their role (Student, Advisor, State Advisor, Alumni, etc..). The Gateway will launch at the start of the next membership year.

Health Administration Assessment Area Research Update

The Ed/Tech team has identified a total of five (5) competitive events for presentation and potential pilot in 2020-2021. See below for suggested competition descriptions, event types, division availability, and competencies. The next step in Ed/Tech team research is to draft new contest proposals, identify standards alignments, and locate authors for Regional tests to complement the new contest proposals.

Virtual Scheduling System Creation

In order to streamline the scheduling of all Virtual Event Presentations, I created a custom web application that handles online scheduling and reminders.

The system is available at schedule.bpa.org. Features of the Virtual Scheduling System are:

- In-house scheduling for all Virtual Events
- Presentation Time Slot Reservation based on Judges Schedules
- Automatic Scheduling based on Judge Schedules, including dates/times and vacation days
- Only available time slots by contest are shown
- Proper data collection on competitors (ID, Names, etc.)
- Automatic reservation emails
- Automatic reminder emails
- Complete SMS (Text Message) System with reminders to advisors and judges one day and one hour before presentation times.
- Judge Admin Panel to see their custom schedules based on competitor's reservations.

The screenshot shows the 'Virtual Event Scheduling' web application interface. At the top, there is a logo for 'bpa BUSINESS PROFESSIONALS OF AMERICA' and the title 'Virtual Event Scheduling'. Below the logo, there are navigation links for 'Home' and 'Log In'. The main content area is divided into four steps: '1. Service', '2. Time', '3. Details', and '4. Done'. The '1. Service' step is currently active. It prompts the user to 'Please select service:' and provides three dropdown menus: 'National BPA' (set to 'Virtual Presentations'), 'Event' (set to 'Select service'), and 'Judge' (set to 'Any'). Below these, there is a section for availability: 'I'm available on or after' (set to 'February 21, 2020') and 'Start from' (set to '4:00 pm') and 'Finish by' (set to '8:20 pm'). There are also checkboxes for days of the week: 'Mon', 'Tue', 'Wed', and 'Thu', all of which are checked. A 'NEXT' button is located at the bottom right of the form. At the bottom of the page, there are social media icons for email, Facebook, Twitter, YouTube, Instagram, and LinkedIn.

DLG New Membership System Update

The development of the new DLG Membership Registration System and Conference Management System is progressing nicely and meeting current development timelines. A working demo of the new Conference Management System should be available during the upcoming NLC for advisors to review.

Partner Update

Certiport

I am very pleased to announce that Certiport has increased their sponsorship of the National Leadership Conference.

- New this year and for the first time in our Certiport Partnership, they are contributing a cash donation in addition to the tremendous amount of in-kind donations we receive (in on-site staff, no-cost certification vouchers, etc.)
- New this year, Certiport will be supporting and name as the sponsor of the first ever National Leadership Conference Student Lounge. The Student Lounge will take place on Saturday of the NLC and will allow students to unwind, relax, enjoy snacks, and network amongst attendees (games and other fun will be available as well).
- New this year, the Certiport Open Certification Lab is expanded to three (3) full conference days (instead of one (1) as in the past) which is a direct benefit and opportunity for our members to be engaged. Additionally, the certifications being offered have increased (new certifications in yellow):

Adobe Certified Associate Web Authoring Using Adobe Dreamweaver
Adobe Certified Associate Interactive Media Communication Using Adobe Flash Professional
Adobe Certified Associate Video Communication Using Adobe Premiere Pro
Adobe Certified Associate Visual Communication Using Adobe Photoshop
Adobe Certified Associate Graphic Design & Illustration Using Adobe Illustrator
Adobe Certified Associate Print & Digital Media Publication Using Adobe InDesign

Microsoft Office Specialist Word 2016
Microsoft Office Specialist Excel 2016
Microsoft Office Specialist PowerPoint 2016
Microsoft Office Specialist Access 2016
Microsoft Office Specialist Outlook 2016
Microsoft Office Specialist Word Expert 2016
Microsoft Office Specialist Excel Expert 2016

Microsoft Office Specialist Word O365/2019
Microsoft Office Specialist Excel O365/2019
Microsoft Office Specialist PowerPoint O365/2019
Microsoft Office Specialist Outlook O365/2019
Microsoft Office Specialist Word Expert O365/2019
Microsoft Office Specialist Excel Expert O365/2019
Microsoft Office Specialist Access Expert O365/2019

Microsoft Technology Associate HTML 5 Application Developer Fundamentals
Microsoft Technology Associate Networking Fundamentals
Microsoft Technology Associate Security Fundamentals
Microsoft Technology Associate Introduction to Programming Using HTML and CSS
Microsoft Technology Associate Software Development Fundamentals
Microsoft Technology Associate Database Administration Fundamentals
Microsoft Technology Associate Windows Operating System Fundamentals

QuickBooks Certified User Premier/Pro 2016
Entrepreneurship & Small Business (ESB)
EC-Council Cyber Forensic Associate (CFA)
EC-Council Ethical Hacking Associate (EHA)
Communication Skills for Business (CSB)
IC3 Digital Literacy
Unity Certified User
App Development with Swift (Apple)

Precision Exams

Precision Exams will be returning this year to the NLC to run a three-day certification lab. The entire platform of Precision Exams assessments will be available to all conference attendees. Precision Exams is donating all exam vouchers in-kind.

- New for this year: Precision Exams has partnered with YouScience and will be offering 10-year memberships to their career awareness aptitude platform to all BPA members free of charge. During the NLC, attendees may visit the Precision Exams booth to obtain additional information. Post-NLC, this opportunity will be announced and embedded in the LMS and BPA Gateway as a membership perk and resource.

MISC Updates

NLC Certification Lab Passes

In order to increase the amount of opportunity to members, the cost structure previously used for the Certiport Certification Open Lab of \$5/certification voucher (MOS/MTA) and \$25 (Adobe) has been restructured to the following:

- NOTE: each pass covers unlimited access to both Certiport and Precision Exams Open Certification Labs
- One (1) Day Pass
 - \$10 Pre-Registration in Conference Registration System
 - \$15 On-site Registration
- Three (3) Day Pass
 - \$20 Pre-Registration in Conference Registration System
 - \$25 On-site Registration



BUILDING RELATIONSHIPS

- We wanted to initiate a partnership with David's Bridal which would provide dresses for the ladies of the National Officer Team to wear during the Closing Awards Session at the National Leadership Conference. Emily and I drafted up an email and the email was sent to a David's Bridal representative. We are awaiting a response.

STUDENT CERTIFICATION SERIES

- We met both of our goals when it came to member engagement and certificates awarded for both Level 1 and Level 2. We did have some hiccups with members successfully completing Level 2, as it is still currently open to fix these issues. However, the current numbers are below.

	<u>Goal</u>	<u>Awarded</u>
Level 1	495	550
Level 2	50	63

INDUSTRY LEADERSHIP CONFERENCE

- We have a "finalized" detailed schedule of exactly what the Industry Leadership Conference will consist of. The ILC will include multiple events, including a case competition, a business headquarters tour, leadership workshops and networking sessions.
- We are working on creating a letter that will be sent as an invite to alumni who are currently working in the industry who can potentially serve on a panel and bring value to our networking session. Similar communication is happening through Dr. Ross with our partners in finding out in what capacity they can fit into the event.

SOCIAL MEDIA PROMOTION

- At the beginning of the year, we received over ten video submissions of student members expressing what “Capitalize Your Future” means to them. I am currently working on editing these videos to use as a promotion of our membership theme as we are getting towards the National Leadership Conference.

MEMBERSHIP ENGAGEMENT

- We have launched a monthly Post-secondary newsletter that has been sent to Post-secondary members, alumni, chapter advisors and state advisors. These newsletters work to provide members with real life connections to industry while applying the skills/experiences they have learned through BPA.
- We have been working on a workshop to present at the National Leadership Conference that will target high school seniors and inform them of the opportunities of Post-secondary and how they can continue their engagement with BPA after high school
- I was able to attend Florida BPA’s State Leadership Conference this past weekend, where I was constantly engaging with members of the Post-secondary, High School and Middle divisions. We were able to discuss their engagements in BPA programs instead of just the WSAP, to expand to other aspects of BPA including the BPA Cares and Torch Awards Program.
- Conversations with Mr. Burch has started hosting a webinar towards the beginning of April that will make members aware of the opportunities for Post-secondary and Alumni members.

Business Professionals of America Secondary Division National Officer Team Update

February 2020

Program of Work



Enhancing Membership Engagement

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

- Level 1 & Level 2 deadlines have passed and we've received great feedback about their content!

Torch Award Program Promotion (Joint Goal)

- #TorchTuesday during BPA week was a great way for members to share their experiences with the Torch Awards program, in addition to the National Officer Team's promotion on social media.

BPA Cares

- With several BPA Cares deadlines approaching we've been working on encouraging members to submit applications on behalf of a deserving person or their chapter.



Innovate Member Opportunities

National Officer Scholarship Fund

- We are continuing to reach out to individuals and businesses that may be interested in donating to the scholarship fund. I've reached out to each Secondary Division officer to brainstorm ideas of people that they can reach out to and encourage them to keep pushing forward! We are just over \$1,500 away from reaching our team goal (with some donations not being verified/counted yet, so we might be closer).

- We worked to get the scholarship application up during Winter Meeting, so now we can start promoting it to members!

Recognition Opportunities

- Final decisions have been made about the look and name of BPA Scholars! The application is in its final stages, so an introduction to members will be coming soon.

BPA Shares

- New submissions to BPA Shares that have accumulated from the BPA Shares form are being reviewed.

Buddy States (Joint Goal)

- We sent out a spring email to our buddy states with updates on what we've been working on for our Program of Work and beyond at the beginning of February!



Fostering Advocacy Opportunities

Communication & Resources (Joint Goal)

- Through social media we've been promoting and engaging with members about CTE!



National Leadership Conference

Promotion & Planning (Joint Goal)

- The National Officer for a Day application has been updated and made available for our Middle Level members!
- Our NLC Workshop has been developed and approved. We are working to recruit former National Officers to participate in a panel about their experience as an officer.
- We are receiving pin logos from each state for the Pin Registry!



Modernizing Online Communications

Social Media

- BPA Week was a success! Both the officer team and members enjoyed replying to the daily prompts. So many inspiring BPA stories were shared!