



**Business Professionals of America Minutes
Board of Trustees Meeting
April 28, 2020**

CALL TO ORDER

Chair, Cedric Bandoh, called the meeting of the Business Professionals of America (BPA) Board of Trustees (BOT) to order at 7:32 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.

Guests: Brigette Bethea; Heather Bunning; Mark Burch; Ric Cowles; Michele Gordon; Amber McNew; Patrick Schultz; and Jonathan Smith.

CONSENT AGENDA

Approval of Minutes from March 31, 2020 Regular Meeting

Education Update (*located at end of minutes*)
Amber McNew, Director of Education

Member Services Update (*located at end of minutes*)
Mark Burch, Director of Member Services

Strategic Programs & Experiences Update (*located at end of minutes*)
Jonathan Smith, Director of Strategic Programs & Experiences

Marketing & Stakeholder Engagement Update (*located at end of minutes*)
Heather Bunning, Director of Marketing & Stakeholder Engagement

Technology Integration Update (*located at end of minutes*)
Patrick Schultz, Director of Technology Integration

Angie Benson moved to approve the consent agenda. Athena Frank 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 financial statements for the month ended March 31, 2020.

Ric Cowles has applied for federal funds as established under the Coronavirus Aid Relief and Economic Security Act (CARES Act) to assist with up to eight weeks of payroll costs, benefits and rent that were negatively impacted due to the pandemic. Approval for the loan has been received. The amount should be known later this week.

Athena Frank moved to approve the CARES Act federal funds. Evan Wolff seconded the motion. Motion adopted.

Accounting & Financial Policies and Procedures

Athena Frank, Board Treasurer

Athena Frank and the Finance Committee requested approval for the updated Policies and Procedures which have undergone a rigorous review by the committee and AICPA. The motion was seconded by Natasha Smith. Motion adopted.

NLC Policies and Procedures

Athena Frank, Policies & Procedures Committee Chair

The committee recommends striking in its entirety the following section from recently adopted language: "C. The Board of Trustees shall approve an alternative form of elections for the Board of Trustees. " from Article XXI, Section C. of the NLC Policies & Procedures. It was seconded by Natasha Smith. Motion adopted.

Code of Conduct and Ethics Policy *(located at end of minutes)*

Athena Frank, Policies & Procedures Committee Chair

Athena moved to approve the policy which has been reviewed by legal counsel. Shauna Williams seconded the motion. Motion adopted.

Outstanding Service Award

Natasha Smith, Programs Committee Chair

The programs committee recommends David Watkins and Evan Wolff be awarded the BPA Outstanding Service Award. Amy Riddle moved to accept the recommendation. It was seconded by Angie Benson. Motion adopted.

Hall of Fame Inductees

Natasha Smith, Programs Committee Chair

The programs committee recommends Gordon Rosploch and Cedric Bandoh be inducted into the BPA Hall of Fame. Athena moved to accept the Hall of Fame inductee recommendation. Dianne Carroll seconded the motion. Motion adopted.

Call Special Corporate Meeting

Amy Riddle moved that "Pursuant to Article VI, Section 7 of the BPA Code of Regulations, the Board of Trustees calls a Special Corporate Meeting to be held on *May 30, 2020 at 1:00 pm EST* for the purpose of holding the election of board members." Debbie Darnell seconded the motion.

Amy Riddle moved to amend the motion by substituting "annual" between "special" and "corporate" and replace EST with EDT in the motion. Seconded by Dr. Cradit.

The amended main motion was adopted.

Summer Meeting Policy Amendment

Athena Frank, Policies & Procedures Committee Chair

Athena moved to amend the summer meeting policy to add “In the event summer meeting cannot occur in the city of the upcoming NLC, the Board of Trustees shall approve alternative plans for the summer meeting.” to Article V, Section C, Sub-Section C1 of the Summer Meeting Policies and Procedures. The motion was seconded by Angie Benson. Motion adopted.

Summer Meeting

Athena Frank moved to approve holding this year’s summer meetings virtually. The motion was seconded by Cassandra Lindo. The motion was adopted.

National Officer Leadership Development Training

The National Center staff discussed postponing National Officer Leadership Development Training until a date and time to be determined by the National Staff.

National Center Update

Dr. Ross thanked the National staff and officers for the hard work to create an NLC celebration and handling the pandemic. She stated that twenty National Officer candidates is impressive. Patrick Schultz created an election tool for the upcoming National Officer primary election. Additionally, he was instrumental in supporting Ohio as they implemented a virtual SLC that included recruiting judges utilizing his newly developed judges’ software. Many sponsors are seeking ways to continue to support BPA and some have let us keep the funds and support alternative programming, while others are rolling their commitment to next year. We continue conversations with other sponsors/partners in hopes that they support us in some fashion. The new sponsorship package is ready to roll. The Department of Labor is still working out details for sponsorship. There are lots of grants out there that want to support nonprofits but extremely specific in terms of COVID.

EXECUTIVE SESSION

The Board of Trustees moved into executive session at 9:46 pm CST.

The Board of Trustees moved out of executive session at 10:58 pm CST.

Cedric Bando reported that the board voted to amend the policy regarding merit scholar scores. Struck out "The scores of this test will be submitted to the head voting delegates for consideration when voting for candidates," and inserted "Head voting delegates will receive a list of the candidates that receive Merit Scholar Award." to P&P, NLC, XI, D. Campaign Procedures 1. Secondary and 2. Post-secondary, subsection f.

Adjournment

Meeting was adjourned at 11:01 pm CST.

Debbie Darnell, Secretary

Approved May 26, 2020.

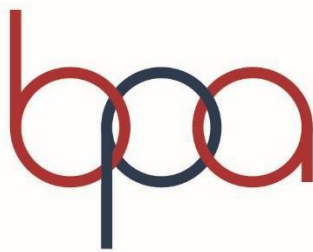
REPORTS

**Director of Education
Report**



April 2020

Amber McNew
Director of Education



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

2020-2021 Test Update

- 45 tests out for 2nd audit
- 7 tests still waiting for 2nd auditor
- 9 tests out with partners
- 5 tests back from 2nd audit

While we are ahead, we are still working diligently to keep the process in full swing. Constant communication and following up has been a never-ending process.

Partner Update

- AICPA
 - Had a meeting with Evan Wolfe and our partnering author regarding the 2021 Advanced Accounting Tests. We met with our Finance CEAC Chair and an additional member regarding the leveling of this event.
 - After first meeting, I met with our CEAC members and we updated our leveling document to meet industry in the middle. It is great to have the feedback from industry as well as from our educators to provide our members with purposeful and industry leading exams.
- ADOBE
 - We have been meeting on a regular basis with Dan Armstrong. Excited to bring industry back into our Desktop Publishing and Digital Publishing tests. We are building (rebuilding) a great relationship with Dan and excited to work with industry to improve the quality of our exams.
- STUKENT
 - Followed up on the status of the exams they are authoring for us. We have asked for a June 1st deadline for the following:
 - Personal Financial Management
 - Digital Marketing Concepts
 - Financial Literacy (ML)

Partner Update

- ASIA SOCIETY/PMI
 - Followed up on the status of Project Management. We have asked for a June 1st deadline.
- DELL
 - Met with Dell and another potential partner to share thoughts and resources.
 - Followed up on the authorship of the following exams:
 - Server Administration Using Microsoft
 - Network Administration Using Cisco
 - Network Design Team
- TESTOUT
 - Followed up on the status of the Linux Operating System Fundamentals exams. We have asked for a June 1st deadline.

OHIO Virtual Conference

- Entered in all rubrics for all necessary competitions. Very timely but so excited to see this come together and learn ways we can improve if needed in the future.
- Worked with Mr. Burch to manually enter all contestants in their respective events

Merit Scholar Exam

- Helped author the exam to be given virtually for our National Leadership Celebration

CEAC

- Constant communication with members and chairs
- Worked with DCD and Finance members regarding updating events, working with industry and leveling documents
- Several strong CEAC members who are willing to audit and do whatever is necessary, but struggle with some to have time for anything. We really need our states to make sure they are providing CEAC members who are willing and able to help with our education platform.

ED TECH TEAM

- I can't begin to tell you all of the awesome things and ideas we have running through our heads. For now, we are focusing on Ohio's Virtual Conference, and help prepare for our National Leadership Celebration.
- We are working on launching an Ethical Leadership course on our LMS by May 15th

**CHALLENGES ARE WHAT MAKE LIFE INTERESTING AND
OVERCOMING THEM IS WHAT MAKES LIFE MEANINGFUL.**

JOSHUA J. MARINE



Director of Member Services Report

Provided by Mark Burch
Board of Trustees Meeting
April 28, 2020

Current 2019-2020 Membership Data:

- Middle Level Division = **1,662**
- Secondary Division = **39,839**
- Post-secondary Division = **2,066**

43,567

We finished the 2018-19 membership year with a total of 43,804 members, so we are down a total of 237 members for the 2019-20 membership year. As you can see from the attached membership report, several of our state associations were down from our prior membership year of 2018-19.

Top 5 State Chartered Associations

1. Ohio – 9,642
2. Texas – 8,639
3. Oklahoma – 6,580
4. Michigan – 3,824
5. Indiana – 2,429

Top 5 State Chartered Association Growth:

1. Oklahoma + 888
2. Texas + 223
3. Indiana + 107
4. Alaska + 55
5. Montana + 27

State Chartered Association Decline from 2018-2019:

1. Illinois - 371
2. Michigan - 269
3. Ohio - 187
4. Idaho - 177
5. Florida - 168

Total = 1,172



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National Virtual Chapter:

We currently have **32** total members, which is an increase of 15 members over 2018-2019. We also have two members running for National Office (1 for each division).

- Middle Level = 4
- Secondary = 15
- Post-secondary = 13

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. The plan is to roll out by August 1st. We have also created social media accounts to help promote our chapter (Twitter, Instagram and Facebook).

Miscellaneous:

- Serving as Co-Project Manager with Mr. Smith to develop and finalize pieces for the National Leadership Celebration Session.
- I have been supporting Ms. Bethea in creating our virtual caucus schedule and other election pieces.
- I have also been assisting Mr. Schultz and Mrs. McNew to plan and execute the Ohio Virtual Conference. We are also starting to collaborate and build Ethical Leadership course.
- We have opened a new Independent Chapter in Oregon and anticipate 40 members joining for the 2019-20 membership year.
- Developed a recruitment video to be used to recruit members to our National Virtual Chapter for the 2020-21 membership year. If you would like to view this piece, please click [HERE](#). I would ask that you please not share at this point as we have a rollout plan in place.

Jonathan Smith, Director of Strategic Programs & Experiences
Board of Trustees Report
April 28, 2020

NLC 2020 Contingency Plan

Since the approval of the NLC 2020 Contingency Plan, I have been working closely with the Director of Technology Integration, Director of Marketing & Stakeholder Engagement, and Director of Member Services in order to plan, design, and execute a virtual general session that will be produced in-house. A semi-final session agenda has been outlined, and the National Staff has begun working to compile the necessary information that will be presented during the virtual general session, which we are calling the National Leadership Celebration (NLC). The virtual session will be hosted on an evening between May 15-20, and I'm confident I speak for the entire staff when I say we're excited to work with the National Officer Team to recognize and celebrate the successes of our members through this initiative!

National Officer Training

The National Officer Training was originally to be held immediately following the Industry Leadership Conference (ILC) in Chicago, IL. Thankfully hotel contracts were not signed for either this training or ILC, so there is no financial obligation on our end for the location change of this training. I have begun working with our partner at Conference Direct in order to source hotel accommodations and meeting space for this training, and we are specifically looking at venues in Columbus and Pittsburgh, both of which will be a cost savings from an event that could have been hosted in Chicago. Hosting the training in Columbus will enable us to duplicate the meeting agenda and utilize many of the same resources as last year (specifically restaurants, leadership activities, etc.). However, Pittsburgh was added to consideration given budgetary concerns, since two of the staff members that will be vital to the training's success (the Executive Director and Director of Leadership Development) are home-based there. Hosting the meeting in Pittsburgh will enable additional cost savings since there won't be travel and accommodation expenses for either of them. Responses to our RFPs are slow given the current hotel environment, but we will communicate final dates and locations once a final decision has been made.

Jonathan Smith, Director of Strategic Programs & Experiences
Board of Trustees Report
April 28, 2020

Summer Meeting

I had a check-in call with the events team at Disney's Coronado Springs Resort, which is the host site of Summer Meeting and NLC 2021. I had concern that we may not have enough hotel rooms in our block for the duration of the series of meetings, however, that was quickly rectified and our room block has been increased. This enables us to take advantage of the deeply discounted hotel rates promised to us in our larger NLC contract for the number of rooms we may need based on historical Summer Meeting attendance.

There has been discussion around hosting a virtual Summer Meeting in lieu of the traditional in-person event. Should this be the case, from a contractual perspective, we will not be held financially liable for cancelling the in-person Summer Meeting in Orlando, FL. However, there are a few issues to note and thus require Board attention:

- 1) Summer Meeting registration is typically opened immediately following the National Leadership Conference. This year, registration would be opened no later than May 18th, providing at least two full weeks for registrants to complete the necessary form prior to the June 1st cut-off date. Should the in-person meetings be cancelled, I encourage that decision to be made by May 18th.
- 2) Currently, Policies and Procedures requires Summer Meeting to "be held in the city of the upcoming NLC." Should the in-person event need to be changed to a virtual event, I encourage the Board to revise the language found in **Policies and Procedures Summer Meeting, Article V., Section C.** to reflect the ability to have a virtual event in lieu of an in-person event.

NLC 2021

In speaking with the events team at Disney's Coronado Springs Resort, we were able to address hotel block concerns for NLC 2021, as well. Based on our existing contract, and comparing to historical data, I estimated us to be about 300 rooms short per night on the Wednesday, Thursday, and Friday nights of the conference, as well as 900 rooms short on the Saturday night of the conference. Although I have been expressing my concern with Disney for almost 2 years, we have finally been able to increase our NLC hotel room block to where we need it to be. This alleviates the need to acquire a third conference hotel, and thus keeps all of our attendees at the two Disney hotels already contracted for NLC 2021. Of course, if hotel needs grow, a third conference hotel may be contracted, but we won't know about those additional needs until registration for NLC is underway next year.

Director of Marketing & Stakeholder Engagement Board Report

April 21, 2020

Member Engagement Efforts (Contingency Plan)

- I have been working on elements in the Contingency Plan that represent Member Engagement and focus on marketing, communications and social media. In addition, I have provided support to the National Officer Team on their updated social media engagement strategy following the cancellation of NLC.
- I have been providing support to Brigitte Bethea with regard to the National Officer Election social media campaign component where she has requested assistance
- I am working with Brigitte Bethea and Jonathan Smith on drafting the script for the virtual general session (National Leadership Celebration).
- At the request of Brigitte Bethea, I have been working with the National Alumni Division Executive Committee to reach out to BPA Alumni and request their support to serve as Virtual Proctors for both the Merit Scholar Exam and the State Caucuses. The recruitment efforts at the beginning stages have gone well and the alumni have been excited to provide support to BPA during this unprecedented time.
- I am providing support to Patrick Schultz from the visual and creative aspect of the virtual general session (National Leadership Session).

Sponsors and Partner Engagement

- Through discussions with Barefoot Campus Outfitters, we have been able to make the 2020 Membership T-shirts (traditionally known as the NLC t-shirts) available for sale to the full membership.
 - Pre-orders are being accepted through May 18th with production and delivery following.
 - Barefoot has offered flat rate of \$9 for shipping to help with costs to our members and National BPA will receive a royalty on all shirts sold.
- In addition to the offer to assist with/offer the BPA T-shirt sales, Barefoot kindly has donated their \$500 NLC Day of Service Sponsorship to BPA and has already committed to coming on board as a sponsor for the 2021 NLC BPA Day of Service.
- Facebook has launched a certification voucher program for BPA student members which would offer BPA student members the opportunity to sit for a free exam and earn their Digital Marketing Associate Certification. A \$99 value, Facebook has set aside 1,000 vouchers for BPA students to claim. This is an incredible opportunity and generous donation to the student members of BPA. In the first week of announcing the Voucher Program, we had 100 student members register to receive a voucher.
 - BPA is one of only three CTSOs currently being offered this opportunity.
- Following the cancellation of NLC, I engaged in conversations with GES, our onsite expo and decorator vendor for NLC to address the cancellation and any expenses that had been accrued to see if they would be willing to work with us. Understanding our challenges and circumstances, GES generously agreed to waive the \$5,000 in fees that were accrued as part of the work being done for 2020 NLC in turn for a one-year extension to our contract with them. We will now work with GES as our NLC onsite expo and decorator through at least 2023.
- I have been working with Dr. Ross and Jonathan on the update and design of the 2020-2021 Sponsorship package so we can begin outreach and discussions.

Director of Technology Integration Report

Provided to: National BPA Board of Trustees

Provided by Patrick Schultz, Director of Technology Integration

April 26th, 2020

Executive Summary

Quote

“The best way to find yourself is to lose yourself in the service of others.”

— Mahatma Gandhi

The past couple of months have been filled with uncertainty, wonder, a dash of fear, and an immense amount of hope that our organization and our society will continue to make differences in the world. This report highlights the progress from the Technology Department over the past six (6) weeks and should as contributed evidence to the services I am helping to provide to others.

WSAP Virtual Events Update

Virtual Event Competition Update

Virtual Event results will be shared with members during the Virtual National Leadership Celebration and Awards Session.

Ohio Virtual State Leadership Conference Competitions

Over the past four (4) weeks, I have worked very closely with Crystal Dortch, Ohio State Association Advisor to implement the full platform of competitions in a virtual environment. Over this time, the I created a custom scheduling website ohio.bpa.org that handled all registrations for the WSAP presentation events. Additionally, this platform served as the sole point of access for virtual judges and competitors to view their presentation schedules and receive reminder notifications of upcoming presentation via email and text (sms).

On top of developing the scheduling system, the pre-submit system (legacy.bpa.org) was cloned and custom developed for use specifically for Ohio Virtual Application Events to be uploaded. This system was used for both judged and non-judged event scoring with the final Ohio virtual rankings to be released no later than Friday May 1. Major kudos go to various members of CEAC, BOT, SAAC, and local Ohio support for helping judge and grade the virtual WSAP events.

National Leadership Celebration Awards Session

The National Staff, specifically Heather Bunning and myself, will be leading the custom development and design of an in-house Virtual Awards Session. Over the coming weeks, we will be developing a custom theme and interactive video that will highlight members earning BPA Cares Awards, Torch Awards, Scholarships, the Virtual Event results and the final product will look very similar to a product you would expect to see from a full production company. I am personally honored to take on this project and develop a true virtual experience for the membership.

National Officer Team Candidates Website

Available at candidates.bpa.org, the current National Officer Candidates are highlighted through a custom developed website focused on the highlight of their campaign platforms. Complete with profile pictures, platform language, campaign videos, and social media handles, the Candidates website is scalable for many years to come.

BPA Gateway

I have finished the development of a custom software tool that will connect the BPA Gateway directly to the DLG membership system. This tool allows for BPA Members to log directly into the BPA Website Platforms and will allow National Staff to develop and finalize the member specific resources available to our membership.

The reality of moving multiple BPA systems into a single center will be coming to a reality because of this development.

The official BPA Gateway will be launched no later than August 1, 2020 and will include:

- Video Tutorials for all BPA Systems (including, but not limited to: BPA Learn LMS, DLG, BPA Cares, Torch Awards, etc..)
- Resources for all WSAP Competitive events
- WSAP Aligned Standards and WSAP Download Center
- The BPA Learn LMS will be embedded directly into the BPA Gateway and will provide members with a seamless experience to obtaining certificates of completion in all of the BPA Learn LMS courses.
 - Access codes will no longer be required for courses and courses will be automatically assigned to members based on membership type (advisor, student, alumni, etc..)

☐ The Gateway will contain additional Partner resources and courses (**see Partnership Updates below**)

☐

☐ **State Association Websites**

A total of nine (9) BPA State Association websites have been created and the respective state advisors have received their login credentials. Additional trainings will be scheduled for full group and individual learning sessions. All websites are templated, live, and ready for State Association customization. Information from the National BPA website blog/news will automatically flow and connect to the State Association sites and they will be able to completely customize the resources and State specific news that is released to their members.

The nine (9) State Associations are:

Alaska, Idaho, Indiana, Iowa, Kansas, Montana, Ohio, Texas, and Wisconsin. I do plan to offer this to Puerto Rico and it will be provided in both Spanish and English.

New WSAP Event Proposals

The Ed-Tech team is working very closely with CEAC to finalize the proposals for new WSAP competitions. Many of these competitions are directly related to partnership discussions. New event proposals for the following events will be added to the Recommendations System for

Summer Meeting discussion:

- Experience Design (Sponsored by Adobe)
- Podcasting
- ICD 11 Diagnostic Coding
- Medical Insurance
- Health Administration Procedures
- Medical Terminology
- Python Programming (Sponsored by Dell Technologies)
- Financial Auditing (Forensic Auditing)

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. With the cancellation of the 2020 NLC, I am working with DLG to host a virtual awareness training of the new membership registration system in multiple waves starting in late June. This will be a cautious roll-out with internal training of the Staff coming first, SAAC and CEAC second, and full roll-out training to the membership shortly thereafter.

2020 Merit Scholar Exam

In collaboration with Amber McNew and Mark Burch, we authored the 2020 Merit Scholar Exam and created it in the online quizzing engine QUIA. This is a zero-cost solution for online testing that can be used as a viable option for the future. Thank you to Heather Bunning and Jonathan Smith for reviewing the Merit Scholar test draft.

Partnership Updates

With the cancellation of the 2020 NLC and the implementation of the Contingency Success Plan many partners that I work with directly have stepped up to the plate to build some upcoming amazing virtual offerings for our members.

Dell Technologies

Dell Technologies is providing the following:

1. The Dell team will be converting their Texas SLC Workshop session entitled “Supply Chain Management using Lego” into a templated resource that will be available for all BPA members in the LMS in the Fall. They have additionally volunteered to conduct virtual workshops on this session.
2. Building video resources with Greg Stanley (see below)
3. Providing virtual training for the LMS (based on the Dell partnership with iSpeak) to provide members with professional presence and presentation skills courses.
 - a. www.iSpeak.com/cogs **COGS - Corporate Oventions Group Study** (Leader Guide, Participant Guide, 12 videos)
4. Participation in the Virtual Business Panel

Learn from Others – Greg Stanley

Greg Stanley creates career awareness videos focusing on multiple industries and highlights employees from all walks of life and steps in the business hierarchy. I have introduced Greg with the Dell Technologies team to create a targeted team/corporate spotlight that will focus on up to ten (10) employees of the Dell Technologies team. This includes many of the individuals that are essential in the BPA-Dell Partnership. The outcome will be a series of videos that we can use as resources for Career Awareness in our Competitive Event section of the Gateway and the BPA Learn LMS.

YouScience (Formerly Precision Exams)

YouScience is offering 10-year memberships to their career awareness aptitude platform to all BPA members (and their family members) free of charge. This will include access to the YouScience business and industry employability portal for all members.

<https://www.youscience.com/>

Stukent

The Stukent team is extremely positive and willing to bring success to our members in the following ways:

- **Opportunity #1: Social Media Marketing Challenge – Membership Engagement**
 - Addition of the Influencer Round, available to Secondary/Post-secondary Members
- **Opportunity #2: Virtual Experience (Webinars)**
 - Educators (Advisors) – Converting the traditional classroom to online activities
 - All members (especially students) - Marketing Professional Panel Discussion and Engagement Activity
 - Q/A questions to panelists Marketing and Finance
- **Opportunity #3: LearnBPA LMS**
 - Courses
 - Digital Marketing
 - Curriculum and Content (provided and approved by Stukent)
 - Certification Exam (provided and approved by Stukent)
 - Social Media Marketing
 - Curriculum and Content (provided and approved by Stukent)
 - Certification Exam (provided and approved by Stukent)

Adobe Corporation

Through multiple discussions with Adobe and the Adobe Education team, the Ed-Tech team has established a strong relationship currently focused on the review of our Digital Communication & Design (DCD) events: specifically, Fundamental Desktop Publishing, Digital Publishing, Graphic Design, and Digital Media.

Adobe has been essential over the past few weeks with identifying areas of improvement in our current tests, as well as, providing industry insight on current trends and gaps in our DCD event platform.

Miscellaneous Update

I have been asked by the National Initiative for Cybersecurity Education (NICE) and the National Institute of Standards and Technology (NIST) to represent National BPA on a federal grant review board targeting grants for Cybersecurity, Computer Science, and other IT career pathways focused on Apprenticeship and Internship Program development. I look forward to meeting additional individuals at the Federal level and advocating for BPA where possible in the process. Travel to Washington DC (in mid-August), if travel is permissible, will be covered fully by NICE and NIST.



ENHANCING MEMBERSHIP ENGAGEMENT

- **NEWSLETTERS**

There were newsletters sent out each month to inform members of opportunities available inside and outside of BPA, and received engagement from several members.

- **BUDDY STATES**

We were vigorous in our communication efforts with our Buddy States. With this, we received positive feedback and insight from leadership teams at the state levels and were able to collaborate on ideas and initiatives.

- **SCHOLARSHIPS**

Our goal for this year was to raise \$1,000 for National Officer Scholarships. Our goal was met!

	<u>Amount Raised</u>	<u>Goal</u>
Cassandra	965.51	500.00
Teren	92.01	500.00
Total	\$1057.52	\$1,000.00

- **WEBINARS**

Teren and I hosted a webinar in early April titled “Believe It Or Not” that debunked the myths of Post-secondary. This webinar has and will continue to be used as a resource for members who are hesitant about making the transition from Secondary to Post-secondary.

- **SOCIAL MEDIA**

The National Officer Team worked to engage members on numerous social media platforms with new initiatives including a live Q&A, Twitter Chats, Spirit Weeks, etc. These initiatives received a lot of positive engagements from members across all divisions.

- **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+

ADJUSTMENTS TO POW GOAL (DUE TO COVID-19)

- The National Officer Team came up with a member engagement plan and is working on implementing this plan for the remainder of the membership year.

This plan consists of:

- Twitter Chats
 - Snapchat Takeovers
 - BPA Spirit Week
 - Engaging Social Media Graphics
 - Member Recognition Posts
 - Webinars
-
- Although we were not able to successfully carry out the Industry Leadership Conference this year due to Covid-19, the team feels that we have laid the foundation for future National Officers to make this initiative a reality if they so choose to.
 - The team is also working in collaboration with the National Staff to develop the content for the National Leadership Celebration.

Business Professionals of America National Officer Team Secondary Division Year in Review Team Reflection

Emily White, President

Although our team was unable to host an NLC, I believe that going through this learning experience was what each of us needed more. While we have had many successes, we have had opportunities to discover our weaknesses and grow as leaders. This year didn't go how any of us planned, but I am proud of the lessons that each member of my team will take away. I am appreciative of the Board of Trustees and National Staff for accepting the new ideas and ways of thinking that members of my team introduced to our organization.

Rhyan Goodman, Vice President

Serving as a National Officer has taught me the importance of dependability and open mindedness. This year I have been challenged to think about the bigger picture, this team has constantly pushed me to be the best version of myself and to make decisions for the betterment of our members. As our term has come to an end I have learned that nothing should ever be taken for granted, I have truly cherished every moment in this organization and I know I have made my impact. Thank you for an amazing four years!

Aliah Mir, Secretary

Being a national officer this year has been a continuous learning experience that allowed me to grow not only as a leader but as a team member as well. I learned that leadership is not just a position or activity, it is a lifestyle that guides your decisions at every fork in the road. Leadership is not an attribute, it is a lifestyle.

Kaleb Amofa, Treasurer

Since becoming a national officer I have learned how to work with a team without being face to face with them everyday. I have grown as a leader by being able to work with many different people across the country from many different backgrounds.

Janna Neyenhaus, Parliamentarian

As a member of the National Officer Team this year, I was able to grow tremendously both personally and professionally. I learned new networking strategies, delegation tactics, communications skills, and how to work effectively with other people while separated by distance. I was also able to improve my public speaking abilities, presentation style, and knowledge of our organization.

Kyle Bennett, Historian

My time as a national officer has really helped me hone in on the importance of effective communication skills and time management skills while working in a team such as this one. Just like in a business environment, you won't be seeing your teammates in person all the time and it's important to develop those skills for future success.

Program of Work

Enhancing Membership Engagement

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

- Level 1 was revamped successfully and provided members with more in-depth knowledge about our organization.
 - **Our goal was to reach 495 certifications and we exceeded that goal.**
- Level 2 was created to support our members in their professional development journey, topics covered included: time management, advocacy, BPA leadership opportunities, and personal brand management.
 - **Our goal was to reach 50 certifications and we exceeded that goal.**

Torch Award Program Promotion (Joint Goal)

- We wrote and submitted a total of six new activities in the "Love, Hope, Faith" and "Patriotism" Torch Award Categories to the Board of Trustees' Programs Committee, all were approved.

- We promoted the Torch Awards Program in detail through the Student Certification Series to clarify the program.
- We created a new tutorial video for “how to write a torch activity” that can be used each year.
- We have been actively reviewing Torch Award applications and will continue to until the extended deadline of May 1st.
 - **Our goal was to increase the number of Ambassador Torch Awards earned by 56, reaching a total of 900 Ambassador Awards, however (likely due to the cancellation of NLC), we have only seen a submission of 387 resumes and 327 of those were awarded with Ambassador status.**

BPA Cares

- We highlighted the importance of BPA Cares in Level 1 of the Student Certification Series.
- Our team actively promoted BPA Cares on social media to increase membership involvement.

Innovate Member Opportunities

National Officer Scholarship Fund

- The National Officer Team worked to fundraise throughout the year. Each officer was tasked to raise \$500 to contribute to the scholarship fund.
 - **The Secondary Division’s team goal was to fundraise \$3000. We raised \$1375.80 for the scholarship fund, our goal was not reached.**

Emily White	\$822.76
Rhyan Goodman	\$24.15
Aliah Mir	\$0.00
Kaleb Amofa	\$145.80
Janna Neyenhaus	\$219.25
Kyle Bennett	\$163.84
Total	\$1,375.80

Some officers have additional contributions that have not been verified by the National Center

- We actively promoted the scholarship application with over 20 secondary members submitting applications so far!

Recognition Opportunities

- BPA Academic Scholars has been completed and will be promoted throughout the coming weeks. The National Officer Team will review submissions.
 - **Our goal was to engage at least 45 members to submit applications. The status of this is TBD.**
- The BPA knowledge test has been shared with staff, (at the time of this report's creation) we are waiting on information from staff that is necessary for promotion.
- With the cancellation of NLC, we haven't spotlighted or promoted any of our partners or partner offerings this spring.

BPA Shares

- BPA Shares was refreshed and added to the "BPA Learn" portion of the website.
 - **Our goal was to modernize BPA Shares, survey members for additional ideas, and share this resource with members. This goal was achieved.**

Buddy States (Joint Goal)

- We reached out to our Buddy States at least 3 times (collectively) to share projects that the National Officer Team was working on and opportunities for states to share with their members. This provided our contact with the state officers and/or the state advisor to foster open communication between the states and our officers!
 - **Our goal was to connect with every BPA state at least three times through the buddy system. This goal was achieved.**

Fostering Advocacy Opportunities

Communication & Resources (Joint Goal)

- Members of the officer team created infographics to communicate the benefits of BPA and CTE!
- Through the Level 2 portion of the Student Certification Series, we were able to share a letter template with members for them to introduce themselves as a BPA member and a product of CTE. Some of the responses that we received from members were very impactful and encouraging.

- **Our goal was to promote advocacy and provide resources for stakeholders to use. This goal was achieved, however we won't get to see it's full impact in DC.**

National Leadership Conference

Promotion & Planning (Joint Goal)

- Pre-NLC Cancellation
 - We communicated segments of NLC through a webinar, in addition to creating a new National Officer for a Day application.
 - We began work on the Pin Registry and were collecting designs from each state.
 - **Our goal was to develop informational materials to increase membership knowledge of NLC opportunities. While this was achieved throughout the year, we will not be able to see the impact.**
- Post-NLC Cancellation
 - We will be hosting our "Overtime with the Officers" workshop that was originally scheduled to take place at NLC, in order to provide members with a look into what the responsibilities and learning experiences of the National Officer Team entail.
 - We are supporting staff in hosting the virtual event.

Modernizing Online Communications

Social Media

- We created and implemented BPA branded templates on social media throughout the year.
- We held an Instagram livestream for members during our winter meeting to discuss our experiences and the 2019-2020 membership year.
 - **Our goal was to share weekly content on our social media outlets to spread information, promote BPA programs, and connect with members. We have succeeded!**



Member Code of Conduct and Ethics

By voluntarily participating in any officially sanctioned national Business Professionals of America (BPA) event, members (middle-level, secondary, post-secondary, advisor, and alumni members) agree to follow the official Member Code of Conduct and Ethics or forfeit their personal rights to participate.

Members shall respect and abide by the authority delegated to the Board of Trustees, state advisor(s), presiding officers, committee chairmen, and advisor or authorized representative of the aforementioned.

- Members shall attend all sessions and activities assigned unless engaged in some specific assignment taking place at the same time.
- Members shall wear acceptable attire to all program activities as specified in the conference program.
- Identification badges shall be worn at all official functions.
- Members shall not smoke in public while wearing the BPA official blazer.
- BPA shall, under no circumstances, approve or condone the possession or use of tobacco (including electronic forms of cigarettes) in any form, by any student member during official conference functions. Possession is defined as having on one's person, in one's belongings such as in a purse or luggage, in one's hotel/motel room, or having knowledge that prohibited item(s) are in one's hotel/motel room or in another person's possession.
- BPA shall, under no circumstances, approve or condone the possession, use, or serving of alcoholic beverages by student members during official functions on any premises contracted (i.e. hotel, convention center, etc.) This is in effect from the time the member leaves home until he/she returns home.
- BPA shall, under no circumstances, approve or condone the use of drugs in any form, except for medical purposes, by anyone at a BPA national conference or any other state or national activity. This is in effect from the time the member leaves home until he/she returns home.
- BPA shall, under no circumstances, approve or condone the possession of any firearms, dangerous weapons, explosive compounds, or objects that could reasonably be considered or used as a weapon.
- Spouses are allowed to attend events if they officially register as a special registrant. They shall not have membership privileges and shall abide by all event rules.
- Non-registered individuals will not be allowed at event activities.
- Whether at the event site or in public places, members shall conduct themselves in such a manner as to not bring reproach to the organization or to themselves.
- Members shall conduct themselves in a professional manner.
- Members shall stay at the approved hotel/motel during national conferences. Participants residing within a 50-mile radius of the conference site may be exempt from the policy at the discretion of the appropriate national authority.
- Student members shall keep their adult advisors informed of their activities and whereabouts at all times.
- Student members shall not use their own cars or ride in cars belonging to others during the conference unless accompanied by an authorized advisor.
- Curfew each night shall be midnight, and all student members shall be in their rooms by curfew.
- The approved hotel/motel shall assign certain rooms to male and female members.
- Student members will not be allowed in the rooms assigned to the opposite sex unless accompanied by an official conference advisor.
- When Alumni division members serve or participate with any of its sister divisions at any official function, the alumni members shall abide by the code of conduct established by that division(s).

Local chapter and state advisors are responsible for the supervision of student member conduct. Any member who violates or ignores any Code of Conduct and Ethics policy listed above or engages in any other form of behavior deemed unacceptable may be brought before the Grievance Committee for an analysis of the violation. The Grievance Committee will be composed of two National Board of Trustees members, two National Officers, two local advisors, and the BPA Executive Director. The Grievance Committee shall be appointed by the Chair of the National Board of Trustees and empowered to take appropriate action in consideration of the penalties for breaking any Code of Conduct and Ethics policy listed above.

Disciplinary actions may include, but are not limited to, forfeiture of privileges to attend further events, removal from office, disqualification from the event and any associated competition(s), relinquishment of awards and recognition, and expulsion from the event at the member's expense. Appropriate authority figures, including but not limited to parents, guardians, supervisors, and employers will be notified as to the infraction and penalty imposed. BPA also reserves the right to notify law enforcement.