

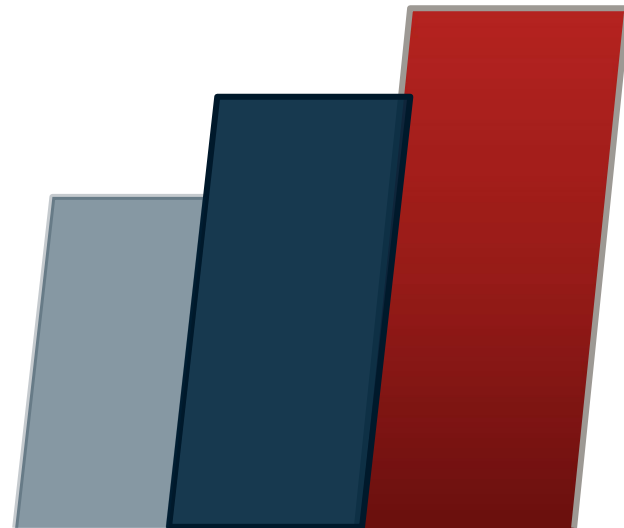


**BUSINESS  
PROFESSIONALS**  
of **AMERICA**  
Giving Purpose to Potential

# National Board of Trustees Regular Meeting Minutes January 17, 2022

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





National Board of Trustees  
Meeting Minutes  
January 17, 2023  
Via Zoom

**Call to Order**

Meeting was called to order at 7:00 pm EST by Board Chair Paxton Cavin.

**Roll Call & Determination of Quorum**

Secretary Deb Schwager read the roll call:

Devin Alexander	Paxton Cavin	Dr. Brenda Jacobsen	Andrea Sutherland
Jannette Barreto	Breezy Gutierrez	Deb Schwager	Engen Sundberg
Kevin Benjamin	Amy Hollingsworth	D'Schon Simmons	

Ex Officio: Steven Mitchell

Not present: Dianne Carroll, Angie Benson

Deb Schwager Proxy for Angie Benson

Quorum was established

**Welcome**

Board Chair welcomed everyone to the meeting.

**Agenda**

Motion by Kevin 2<sup>nd</sup> by Andrea to accept agenda as presented. Yes-11 No-0. Motion passed.

## **APPOVAL OF MINUTES**

Motion to approve minutes as presented by Devin 2<sup>nd</sup> by Kevin. Yes-11 No- 0 Motion passed.

## **NBAC Report**

Angie will report in February.

## **Executive Council Update**

- **Secondary- Post Secondary D'Schon Simmons**
  - National BPA Week
  - The 7 days were as follows:
- February 12<sup>th</sup>-Start now Sunday-How has BPA helped Discover your purpose
- February 13<sup>th</sup> -Marketing Monday Share the excitement and benefits of BPA
- February 14<sup>th</sup> – Tell it Tuesday Tell us why you love BPA
- February 15<sup>th</sup> – Working Wednesday Share a photo of preparing for BPA activity
- February 16<sup>th</sup> -Trading Pin Thursday Show us your BPA Trading Pin collection.
- February 17<sup>th</sup>– Friend Friday share a photo of friends you have made through BPA
- February 18<sup>th</sup> Success Saturday share a success story you have had in BPA (doesn't have to be competition)

They have been working on social media promoting BPA week and scholarship and engaging more on Instagram and Facebook. We have been actively communicating on all of what BPA has to offer on all the social media platforms. Devin said thanks for the awesome work the team has been doing.

## **Executive Directors Report**

Mr. Mitchell was very excited to report on our membership numbers. He gave an update on Jan 13, 2023 number comparing them to pre-pandemic, pandemic, post pandemic. We are making great strides in comparing our 2019 numbers for membership mid-year to our 2023 mid-year numbers. We are approaching those numbers and will surpass them. This is without the China delegation numbers. We should have those in the next few weeks with approximately 1500 members to be added. We still lot of time for the state associations to still continue with recruitment efforts and retaining members who haven't affiliated yet.

Mr. Mitchell asked us what do we consider a chapter? He would like to see that there is a minimum to set those chapters up for success. What is your definition of a chapter regarding membership?

Amy stated that this is also a conversation that needs to be with SAAC. Amy also stated that her middle level if ten members are required, they would have three chapters and I would lose seven chapters. Amy asked Kevin about Code of Regulations of what constitutes a chapter. Kevin commented that Code of Regulation defined chapter designations, state designations, he agreed with Amy that we need to start with the right foundation needs to be with the right body of because it is in the Code of Regulations.

Mr. Mitchell said that any feedback would be welcome from you tonight or tomorrow feel free to give your thoughts or opinions to him regarding membership. So that we can keep them engaged.

Andrea commented on the minimum requirement regarding chapter membership, she stated when I joined as a sophomore at my High School I was one of eight students. Then after our SLC & NLC our numbers tripled in size by word of mouth.

Kevin asked what his thoughts on this were as when we were working on Code what our distinction and metric that they received a vote for corporate. Kevin asked what are some of the changes you see and we could entertain and bring to a larger committee to help align more with your vision?

Mr. Mitchell stated that we need to create smart goals to make these attainable with membership. He used the example that DECA gave their chapters three years to have ten members per chapter. FBL number has a five-member minimum. This pushes advisor to be actively invested in recruitment and retention. There is power in numbers when getting funding. Steven feels that you need to be a multi-year member to get the full benefits of BPA, from middle school to college. He wants to see minimums in place.

Devin stated that some CTSOs have a chapter has to have an activation fee to start a charter. I would like to see a discussion on a larger scale more specifically with SAAC in giving your idea to what we could make work for BPA.

Amy asked about Alaska's numbers and Amy Riddle's replacement, it has lost numbers. He doesn't have and answers right as of now.

Amy also commented the conversation of revenue we need to be very cautious on ways to make money. We need to be cautious regarding small states, because some can't afford it and that could make it unattainable for some of the chapters.

Mr. Mitchell stated this is at our fore-front of our discussions and brainstorming. BPA is in a place where we need to generate more money. The demand on a nine person staff its intense and the more revenue we can generate by exploring new practices will increase our staff and support our teachers and members. The monumental work that comes along with providing the service to provide the teachers to integrating BPA into the classroom and provide them with high qualities competitive events. We've had talks about outsourcing our test to have better quality of tests, and to adopted new practices regarding auditing.

Kevin asked what would be the cost if we outsourced to other entities? Mr. Mitchel said that the average was \$5000 per test, we have over 140 tests. Certiport has a sliding scale from \$25-\$75 a question and \$50@hour when they review them. Kevin said that would be roughly \$500,000 @ year. Mr. Mitchell said that we need to check what our competitors are doing if we want to stay competitive with them. Some reuse test questions and minimize there costs each year where as we have new ones every year.

Kevin said that he was excited about where we are going and asked Steven what he felt that we needed to have things in place for our long-term goals, and what his thoughts on how to generate revenue and his ideas how to generate the revenue. Mr. Mitchell stated he would like to see blazers as revenue. This give kids more confidence and they feel better and we want them be identifiable and confidence that would radiate when presenting to an industry judge. This is a future goal.

Paxton stated that she see kids swapping blazers at conference because they can't afford one, and that most of the DECA chapters have a blazer closet.

Devin-said that he has a competition closet for his title one schools and it has worked for them but they haven't actively solicited to their sponsors to help them with competition attire.

Deb asked if there is a vendor in place for blazers? Steven said the short answer is no as we want to be competitive and hope to have that in place shortly.

Steven asked for a Call to Action-Is for prospective judges in California if we all could share this page: [Http://judge.bpa.org](http://judge.bpa.org), to generate some more interest. They can contact Tim for exhibitors & sponsors. We would like to see many different exhibitors to talk about their company or college at NLC.

### **Finance Committee Update**

Devin shared his screen with the treasures report as of November 30,2022. We are in a good standing right now financially our overall income we are \$45,000 over of what we budgeted, with expenditures at \$20,000 under what we budgeted, so we have a \$65,000 surplus. This overage is mostly because of increased membership they are \$80,000 above what we budgeted an our expenditures are \$20,000 below budget. So, this is giving us the overall surplus and keeping us financially stability. There were no questions. Paxton asked him to let her know when he uploads it to Board source then she will then reference it to the agenda.

### **Advocacy Committee Report-D' Schon Simmons**

We have creative 3 central initiative's that we wanted to implement and complete this year:

1. Stakeholders communication resources with Consistent messaging and branding to advocate for our association.
2. Refurbishing an advocacy toolkit-that should be release on BPA week so look for this being sent out that week.
3. Develop strategies to increase CTE collaboration and awareness-this is to get executive council to collaborate with other CSTO and to get over the humps in meeting and to see that we are advancing in the right direction. Myself and Engen will be meeting with national FBLA, Skills, DECA, FFA and Hosa the end of this month and schedule biweekly and see how we all can advance CSTO's. No questions.

## **NLC Expectations for BOT**

Jonathon set up a schedule for us to sign up for, and that if we would do something everyday if possible, we as a board need to be seen. Your stipends will be attached to this during NLC. Show up be seen as much as you can. They will give you a script for generalize greetings.

Watch for the form from Johnathon.

Andrea asked if there was a minimum of hours we need to do. Paxton answered her no not really just to try to fit a couple things in each day. So that you are just visible.

Kevin asked about secondary handing out awards. Paxton said she would check with Johnathon.

Security will be doing wristbands we just need to do check dress code check.

Amy said we really need to send out dress code to the states so they know what is expected. Steven said that he talked about this and had feedback on dress code, if we are enforcing this you need to be in Business attire that they model the behavior that we want the students to follow.

Andrea said that we have the app and we could push that out. This needs to push out for awards ceremony. Just to reiterate what the dress code will be enforced if you want to go on stage.

Amy asked that maybe we could do some sort of letter out to the states so they know what is expected maybe in smaller snippets.

We as a board just want to support the National staff. Let me know if you need any help let me know.

We would like to have each the board members have five recruits or partners for NLC in California Mr. Mitchell has a form that will be sent to you. When they were in California they hit the pavement to get partners and sponsors one full day. The board would like to help alleviate some of the stress and help where it's needed.

## **New Business**

We have two committees we haven't heard from, Planning Committee, or Strategic Committee. I will connect with Dianne. Dr. Jacobsen how about your committee. I will check with her as she must have lost connection. If they needed any support we could help them.

## **Adjourn**

Kevin motion to adjourn Devin 2<sup>nd</sup>. Motion to adjourn moved and approve at 9:36 Eastern time.

Respectfully Submitted:

Deb Schwager

BOT Secretary

January 17, 2023

