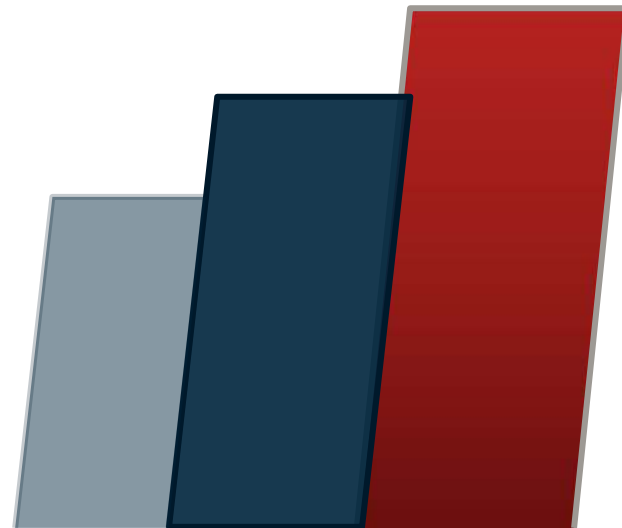




**BUSINESS
PROFESSIONALS**
of **AMERICA**
Giving Purpose to Potential

National Board of Trustees Meeting Minutes July 13-14, 2023

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 July 13-14, 2023

Call to Order

Board Chair Paxton Cavin called the meeting to order at 9:15 am CST. [OBJ]

Roll Call & Determination of Quorum

Secretary Jeannette Barreto read the roll call:

Devin Alexander	Angie Benson	Breezy Gutierrez	Amber Lane
Jeannette Barreto	Paxton Cavin	Lucy Christensen	Sonya Russell
Kevin Benjamin	Sabrina Taylor	Dr. Brenda Jacobsen	Lisa Parker

Ex Officio: Steven Mitchell

Not present: Andrea Sutherland – Proxy Kevin Benjamin

Guests: Jonathan Smith, Patrick Schultz, Sheila Morris, Tim Hill, and Ric Cowles

Quorum was established

Welcome

The Board Chair welcomed everyone to the meeting. Thanked them for all of the help during this hectic week and for helping out where needed.

Agenda

Motion by Kevin 2nd by Angie to accept agenda as presented. Motion passed as presented.

APPROVAL OF MINUTES

Motion to approve April 30 minutes as presented by Kevin and second by Angie. Motion was not passed as presented waiting for corrections of minutes.

Introductions

Board Chair Paxton Cavin had the board members introduce each other and provide their roles within BPA, day job, best BPA moment, and a recent glimmer. Each member shared it with the rest of the group. All board members were asked to sign the Code of Conduct and a Conflict-of-Interest document to review and sign. Each name tent has the BPA mission statement to remind us why we are here and who we impact. Paxton reiterated that all board members are expected to be present at all meetings. If they cannot attend, please let Paxton, Steven, and Jeannette know about the absence and who their designated proxy is.

All committees must meet a minimum of four times per year and report back to the entire board during the regular Board meeting.

Board of Trustee members are expected to provide financial contributions to the General and Executive Council funds and help recruit judges for NLC.

Kevin moved to accept the expectation report, and Angie seconded. Motion carried.

National Center Updates

Patrick Schultz – presented the technology report. Some of the changes for the new BPA year will be the collection of Certiport permission through the Member Gateway, create a BPA transcript that students can download and use for scholarships or job applications or possibly create student portfolios. BPA is considering moving the BPA store to use Shopify.

Tim Hill – Marketing Report-theme was released at the end of NLC “Seize the Opportunity” and some of the marketing is currently available for chapters to download for the beginning of the school year.

Sponsors: Certiport, Stukent, AICPA, BusinessU, YouScience, 3Nickels and more. Tim has resources to provide possible sponsors. Publications are being revised and updated. Tim is working on creating BPA Cares overview videos to share with chapters that explain

the requirements to earn this award. Tim shared that rather than using Twitter (X), they have transitioned to using Threads, and at the moment, they have 399 followers. Tim explained what Threads were and their usefulness.

- The NLC Pin Design Contest was a success; they had over 70 high-quality creative designs.
- The “Seize the Opportunity” video should be out by the end of August.
- Create resources to provide to a possible sponsor
- BPA Cares overview videos to share on the website
- Social Media
 - o Using Thread and have 399 followers. Threads is similar to Twitter

Sheila Morris – Education and Professional Learning

Sheila discussed the status of all assessment areas and the progress each area had made. CEAC had a discussion on paper tests vs. digital tests. Advisors will have access to the new contests by the end of August. CEAC discussed creating an information sheet to explain the use of the LMS and how to upload pre-submits.

Another discussion was judging recruitment – possibly recruiting interns or college students as judges.

Professional Learning – Advisors would like asynchronous training, some of the ideas presented were prepping for competitive events, fundraising, navigating the website BPA LMS – improved that area.

WSAP Committee – Create a committee to clean up the language and look at the competitive events.

100 – all done

200 – not complete yet – will finalize no later than next week

300 – is a bit behind

400 – Done

500 – Done

600 – Almost done, re-authoring two events (605, 690)

ML - Done.

Kevin mentioned that having all authors attend mandatory training before they were given a contract would be a good idea.

Patrick and Sheila will take a second look at all the tests from August 16 – 20 to ensure all typos, grammar, and leveling are done. Look at a grant writer to get financial assistance for writing a test.

122 competitive events – looking at creating a competitive event task force.

Jonathan Smith – NLC 2023 by the numbers.

- 6536 in attendance at Anaheim
- 5127 in attendance at Dallas
- 2732 rooms used in Anaheim.
- Student certification – 708 awardees
- Torch awards recipient – 1360 recipients
- BPA Cares – 291 chapters recognized.
- Presidential Award – 49 recipients
- Quality chapter – 76 chapters

Looking at 2024

- Dates May 10-14
- Chicago Hilton – 1362 guest rooms, entire meeting space, cost per room \$269-289
- Palmer House – has a similar number of rooms, meeting space on the 7th and 6th floor, cost per room \$269 – 299
- Looking at the overflow of hotels around the area, most hotels are about a 12-minute walk from one hotel to the next.
- The general session location is still in the planning stages. Ideas for the session are Navy Pier, UC Pavilion, and the last resort Hilton Chicago basement.
- 2025 – Orlando – Gaylord Palm
- 2026 – Nashville – Gaylord Opryland
- 2027 – Denver – Gaylord Rockies
- 2028 – Orlando
- 2029 – National Harbor – Gaylord

Finance Report – Angie presented the finance report – The budget can be found in BoardEffect for review.

- The budget has us starting at a deficit, but that is normal. Ric is still working on finalizing the budget and going through the audit.
- Chicago is a union state, so all the truck unloading will have to be done by the hotel workers, which will increase some of the cost for the conference.
- There was a request to see the entire board budget, but Ric believes it's not necessary for the board to see the entire budget.

- After looking at the budget BOT had some questions:
- Amber Lane: why is the line on development higher in 2024 than in 2023? Ric explained that the line item is for staff travel to conferences to promote BPA to more teachers and schools. Travel was lower during the COVID years, but now that most conferences are in person, the development line has to be increased.
- Devin Alexander asked why it's not higher is we are looking at sponsorship
- Ric Cowles- is concerned with increasing the amount and not being able to sustain it.
- Devin Alexander – sponsorship is a team effort
- Kevin Benjamin – mentioned that individual contributions last year were \$5800. As a board, we need to discuss and increase how much money each board member should raise and increase the amount and take ownership.
- Ric Cowles – make sure to get sponsors for what we currently provide, not a one-time thing we can't support.

The meeting adjourned at 6:39 pm CST. We will reconvene tomorrow at 9:00 am CST

SAAC update – reconnect with state advisors. Had good discussions

NBAC- Angie reported that they are looking at redesigning inside and out. Tap into some of the connections and revamp the group with industry teams.

Support Group Updates

Finance Committee – Angie presented the finance report – The budget can be found in BoardEffect for review. After looking at the budget BOT had some questions:

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The meeting adjourned at 6:39 pm CST. We will reconvene tomorrow at 9:00 am CST. Committees may meet tonight at 8:00 pm CST if needed

Board of Trustees meeting reconvened at 9:00 am CST

After taking roll.

For approval, Angie Benson was asked to present the 2023-2024 Finance budget.

Budget passed. The finance committee will meet monthly to stay on track with any changes. Dates to be determined

Personnel Committee:

Personnel did not meet since there was no personnel issue.

Andrea Sutherland was not present

Programs Committee

Jeannette Barreto presented the decisions made during the program meeting. Programs will meet virtually at least every other month unless something comes up.

- All competitions to the top 3 was approved
- Approved the recommendation of creating a student portfolio
- Combine BPA Cares and Social Media Award into a single Marketing Communication Award since both have similar requirements
- Torch Award resumes for local, regional, and State will determine their deadlines – Activities for Executive and Statesman Ambassador will be considered for each current year from 3/16 of one year to 3/15 of the current year. Approved with changes
- Approved to keep all events that are in pilot status for two years before deciding on whether to place them permanently

- All events with a required certification will receive 0 points (fail) to 50 points (pass) added in the BPA portion of the test - passed

Strategic and Long-Range Planning Committee

Devin Alexander – year-long process – he will have a timeline by the next board meeting
Looking at a 3-year plan, they had a healthy discussion on what needs to be covered.

Budget Update

Executive Council Program of Work presented by Amber Lane and Lucy Christensen

Secondary Program of Work by Lucy Christensen:

Committee Goals: Advocacy, Public Relations, Finance, Buddy States, Programs

Re-evaluate

- Reactivate the Leadership Academy
- Review Torch Awards award
- Remove BPA Cares week
- Improve State Officer tool kit

Enhance the programs that have been implemented

Equip – Leadership Summit

- Informative livestreams
- Quarterly reports
- Interview with successful WSAP winners and post in social media
- Create “How to videos”

Lisa Parker asked: How will the executive council find out about the winners?

Finance to get donations:

Kevin Benjamin asked what the Board could do to support them

Devin Alexander suggested they talked to former national officers and to contact them
Dr. Jacobsen – reminded the EC that once they receive a donation to make sure to send a thank you card

Breezy Gutierrez – reminded the EC that once they make a connection to make sure to stay in touch with that contributor

Lisa Parker: After awarding a scholarship send the contributor a note letting them know who got the scholarship and what they are planning on doing with the money.

Sabrina Taylor- the follow us is great

Dr. Jacobsen challenged the board to match Angie’s donation to the EC.

Post-Secondary Program of Work- Amber Lane

- Buddy States
 - Career focused resources
 - Resume builders
 - Start a LinkedIn account
 - Post Career Advice
 - Outreach and Chapter Building
 - Create welcome video
 - Toolkit to start a chapter
 - Recruitment letter
 - Promote resources
 - Alumni Connections
 - Propose partnership program
 - Promote career pairing
 - Evaluate program effect
 - Send a survey to collect information
 - Grow engagement
 - Build engaging activities
 - Share an interest form
 - Host a special meeting for secondary senior, PS and alumni
 - Enhance social media presence
 - Increase member interactions
 - Monthly updates
 - Connecting PS members
 - Division wide channel
 - Virtual social events
 - One every 3 months
 - Growth Development
 - Buddy Chapter connection
 - Channel of communication
 - Executive council editorials
 - Retain PS voting delegates
 - Fundraising and Financial Support

Kevin Benjamin – loved the idea of increasing membership

- How to collect emails

Patrick Schultz – contact legal to see what we can collect and use

Angie Benson- attach a recruiting card to each of the honor cords sold

Paxton – suggested having the state directors communicate with their chapters and collect the information and share with Nationals to be able to contact senior

Executive Session

No votes were taken during the executive session. The Board discussed stakeholder relationships and opportunities for improvement.

Breezy motioned to exit the executive session and was seconded by Angie. Motion carried.

Devin Alexander motioned to give Steven and the National Staff a vote of confidence. A vote was unanimously passed by roll call. Angie seconded the motion.

Policies and Procedure Report given by Lisa Parker

CEAC and SAAC Code of Conduct form to be signed by all members

Letter of Reprimand for anyone violating the Code of Conduct

#286 – Approved modifying the current election process to state that a Campaign rally will only occur if there is a need for a primary election. This would only apply to secondary and post-secondary competitions

#287 – Approved to recommend changing the dress code policy to be categorized in casual, business casual, and professional dress

#257- Rejected by the committee to create a designated CEAC Representative on the Board of Trustees. (Duty of Corporate)

#217 – Rejected as Point of Information. It is highly recommended to convert both the Members at Large positions and One State Advisor position. (Duty of Corporate)

Advocacy Report given by Lucy Christensen

Wait until we have more direction from Staff. Provide templates, and charge to the Executive Council to disseminate information. Add resources for students on the website just like we do for the Advisors.

Motion to Approve Minutes

Motion to approve grammatical changes by Angie and seconded by Kevin. Send changes to Jeannette and BOT Chair Paxton.

Alumni By-Laws

As a proxy for Andrea, Kevin moved to approve the six by-laws (amendments) as presented. The motion was passed after some discussion.

Unofficial Social Committee

Depart at 7:15 pm at the Monroe entrance to Chicago Athletic Club in Michigan, which is about 2 blocks away.

Adjourn

Kevin motioned to adjourn Angie's second. Motion to adjourn moved and passed at 6:49pm CST.

Respectfully Submitted:

Jeannette Barreto

BOT Secretary

July 15, 2023