



**Oregon FBLA Board of Advisers
2016 December Meeting
DoubleTree Portland
December 9, 2016**

Call to Order:

The meeting was called to order at 9:07 a.m. by Board of Advisers Chair Susan Yates.

Roll Call:

Roll Call indicated that the following members of the Board of Advisers were present:

Susan Yates, Chair

Sandy Edwards, Chair Elect

Josie Notter, State President

Kelly Fields

Judy Story

Carla Boulton, State Adviser

Mike Oechsner, Executive Director

Bill Graupp, Board of Trustees Chair

Approval of Minutes of Previous Meeting:

Tonya Boustead moved and it was seconded to approve the minutes as presented. The motion was adopted.

State Officer Update:

Josie Notter, State President, shared the state officer update.

Suni recently did a chapter visit to Molalla High School. Carly will soon be going to Bonanza, and Austin will be going to Neah-Kah-Nie. Mike asked what the plan is to shift chapter visits into high gear – each officer should be doing one each month. Judy Story shared that they did reach out to her, they may need to be more forceful. Josie shared that the team will connect today to revise their plan by tomorrow.

Each region vice president is concentrating on three schools for recruitment.

The team put together freshman orientation tips and tricks to share with schools.

The national Parliamentarian is buddying with Oregon to support membership increase. The goal is 7.5%.

The monthly video challenge and MyOregon Campaign continue to be important and a concentration. The YouTube Channel is currently locked, but we are working on it.



They continue to work on social media and blog articles. They have filmed holiday greeting videos. Abby will be leading that effort. The minion themed SBLC promo video is also in process.

8 chapters participated in the Pay it Forward Day activities. They are working on a shoe drive for Think Kindness.

There is a monthly template for state officer updates that are going out regularly. These are being used to promote FBLA programs, upcoming events, and specific details.

The team is also working on award sponsor recruitment. Each officer has 5 targeted businesses.

The team is also promoting the enthusiasm award.

The team felt that the Oregon Leadership Institute was an incredible experience. The team worked hard to prepare and believes that it was an awesome conference.

In the time to come, the team is working on their scripts, social media, farewells, promo videos, and the conclusion of their Concordia Binders.

Sandy asked if we have a specific contact at the March of Dimes. Carla shared that the March of Dimes has had some changes again this year and she's working to help provide clarity for chapters.

Judy, Sandy, and Susan shared that they felt this was by far the best OLI experience the students have had ever.

Tonya shared that the Mt. Hood Region would like to see a state officer join for conference. Josei shared that she would ask Suni if she can attend this conference.

Champion Chapters:

The Champion Chapter process was shared with the OLI attendees. Carla shared that there was concern about some of the point values in section one being very high. Tonya and Jennifer both shared that they were high on purpose.

The Board reviewed the individual sections of Champion Chapters and made adjustments.

Kelly Fields moved and it was seconded to adopt Champion Chapters as adjusted during today's meeting. The motion was adopted.



Management Update:

Carla Boulton shared the management update. Overall operations are strong and all indicators are green. We have three new chapters that have activated so far. At this point we do not have any PBL chapters – but we anticipate both Multnomah and Blue Mountain to be adding PBL this year.

Membership is trending stronger than last year, adviser participation and attendance is trending stronger. OLI attendance was below last year – and the team felt that it was primarily because they did not know about the plated meal with enough notice, and the plated meal is really a big deal.

Region Skills Conference:

Carla Boulton shared the results of the Region Skills Conference Survey. We had over 50% of our chapters participate in the survey. The responses were fairly consistent across the board showing that we are moving in many of the right directions.

The average number of RSC attendants per chapter at region conference is 30.

The complete RSC survey was reviewed with the Board of Advisers.

Carla showcased the region conference portals on the website for the board to review.

Mike and Carla clarified that there never has been a policy requiring the chapter of the region vice president to manage the region conference. This is not currently policy, and it never was. It was believed to be by many, but it is not.

State Business Leadership Conference:

Carla shared survey data from the SBLC adviser survey.

The idea of morning exercise activities was explored – survey data showed that this wasn't necessary.

Registration will move to the exhibit hall, and we may move shirt pick-up to Thursday.

There was a common consensus that we should do a community service activity. Carla asked that the team send ideas. Mike suggested a mini walk for March of Dimes – right after the voting session on Friday afternoon.

Carla asked if there were any schedule changes that we needed to explore. Susan recommended that we leave the schedule alone since we are using temps and not advisers – that's already a large enough change.



National Leadership Conference & Prep Sessions:

Carla shared that she thoroughly enjoyed touring the state for NLC prep days. She asked if timing is successful – and for any insight into what changes should be made.

Susan shared that she would like to see it offered also as a video conference.

Judy shared that the spring is very tough – there was conversation about doing a 4th study session. We will look at hosting this at Mazama High School.

The management team is working on the NLC travel package. We are specifically exploring a later in the day excursion to avoid traffic.

We will offer a la carte Disney tickets.

We are exploring a potential additional beach trip bus for the final day of NLC that would be an additional cost.

Next Meeting:

The next meeting will be Friday, May 12 at the DoubleTree by Hilton Portland.

Adjournment:

The meeting was adjourned at 12:43 p.m.