



Oregon FBLA Board of Advisers
2017 Retreat Minutes
DoubleTree by Hilton Lloyd Center, Portland
August 4, 2017

Call to Order

The meeting was called to order at 9:01 am by Sandy Edwards, Chair.

Roll Call

Members in attendance:

Sandy Edwards, Chair

Freddy Maldonado

Sara Dyche

Jennifer Teeter

Gavin Barrett, State President

Carla Boulton, State Adviser

Approval of Minute of Previous Meeting

Sara Dyche made the motion to accept the minutes and Jennifer Teeter seconded. The minutes were accepted.

State Officer Update

Gavin Barrett, State President, shared the progress of the state officer team which was having a training and planning session that was concurrent to the board meeting. The state officers have six goals for the year. Their goals are:

Goal 1 - Middle Level

Increase the number of chapters and Middle Level participation in national and state activities.

Goal 2 - Improve awareness and education of competitive events

A. Create a depository of resources for competitive events and highlight events through social media in the hopes that every event will have a minimum of 10 competitors at SBLC and Oregon will have more NLC competitors as well.

B. Create additional fields on the SBLC judge survey so that judges can share what students in general could have done better in the events



Goal 3 - Increase communication within regions and OR FBLA's chapters

- A. Regional Vice Presidents send newsletters and hold virtual chapter president meetings
- B. Non-competitive interactions as well as RSC will be encouraged for each region

Goal 4 - Increase BAA participation by 10%

- A. Promote BAA through social media
- B. Provide chapter incentives for most participation in BAA
- C. Share benefits and incentives in weekly email to advisers, region newsletters, and at OLI and the adviser conference

Goal 5 - Membership

The state officer team has developed a membership campaign with the hopes of increasing overall membership 7%. The Membership campaign created for longevity includes three levels: Intern, Manager, and CEO.

Goal 6 - Community Service

- A. March of Dimes – our national partner. Goal is to increase funds raised from last year.
- B. Pay It Forward Week – A week in January is set aside for this event, though schools may choose to select any week they wish for this. It is designed so that chapters may select any community service activity as a way to “Pay It Forward.”
- C. Valiant Seed – An Oregon based nonprofit dedicated to providing housing for at-risk and homeless veterans. Chapters will be able to donate at \$50 (window), \$100 (door), \$250 (bed), and \$500 (roof) levels.
- D. Super Service award for chapters that participate in all three recognized at SBLC.

Oregon Department of Education Update

Ron Dodge shared several items of importance from the legislative session.

- A. They funded career pathways for the biennium. Money for each student completing three credits will be sent to schools. Schools should know in the next couple of weeks how much money each school gets.
- B. Bill 98, Student Success Bill may change who has programs of study. Hope is that it will not water down the CTE programming in the state.
- C. Revitalization funds of \$10 million approximately were appropriated.



- D. Student leadership took a hit. \$699,000 for the biennium. Can use the foundation. The foundation will make the decision. FNRL will get a part of the funding. Educators Rising and TSA are possible to come on board and get a part of the funding from these dollars.

Management Update

State Adviser, Carla Boulton, shared that the overall health of the organization was strong. The delegation to the National Leadership Conference had the most top 10 places since 2009. Plans are underway for the CTSO adviser conference and OLI. For SBLC, all the hotels are within walking distance of the DoubleTree, and none are across the river.

2017-18 Programmatic Review and Updates

Competitive Events

Discussion

Carla Boulton shared the new events and name changes that are in place from the national office. The rating sheets, which Oregon FBLA has piloted for two years, are now being used nationally, but the tie breaking pedagogy is different from what has been used here. The entire previous Middle Level program has been scrapped and is in year one of a three year program to re-vamp, including the ability to now send students to compete at NLC.

Decision

Jennifer Teeter made the motion and Sara Dyche seconded a motion to approve all the new national events with Broadcast Journalism being offered at SBLC, the event name changes, the new national rating sheets and their tie-breaking pedagogy, and the new Middle Level events. The Middle Level events will not be offered at RSC. The motion passed.

Challenges and Incentives

Discussion

The existing photo and video challenges did not have much participation in 2016-17. The information was difficult to find and waiting until SBLC did not provide much “immediate” gratification. Also, others could not see what was being submitted as incentive to participate. A new format and submission strategy was discussed, including having regional winners announced at the RSCs. The details are:

- a. #mychampionchapter photo challenge
 - i. 1 winner per month
 - ii. \$10 Amazon card



- iii. Submit on Instagram with Oregon FBLA account tagged and hashtag used
- b. Video challenges
 - i. By OII
 - 1. #servicechampions
 - ii. By RSC
 - 1. #roadtoSBLC
 - 2. 1 winner per region
 - iii. By SBLC
 - 1. #mychampionchapter
 - iv. \$125 per winner Amazon gift card
 - v. Submission URL submitted via Twitter with hashtag and and the Oregon FBLA account tagged

Decision

Sara Dyche made the motion and Jennifer Teeter seconded the motion to accept the updated video and photo challenges as discussed. The motion passed.

State Business Leadership Conference

Discussion

The Oregon Business Education Association approached Carla and asked to hold its meeting and workshops during SBLC. There would be no additional cost and since advisers do not have to work events, this would be a way to provide additional value for them.

Decision

Jennifer Teeter made the motion and Freddy Maldonado seconded for OBEA to host workshops on Friday of SBLC in an open room in conjunction with the adviser luncheon and updates. The motion passed.



National Leadership Conference

Discussion

The results of the survey sent out after NLC were reviewed. The majority requested a six (6) night package and a trip to Washington, DC. It was shared that there were many requests to lower the cost of the package. Carla shared that reducing the package one night may save students \$50 in a quad package, but that being on the east coast was going to be expensive. An option to offer IFL, an excursion, or state planned day was discussed.

Decision

Sara Dyche made the motion and Jennifer Teeter seconded for the length of stay for the 2018 NLC in Baltimore to be six nights. The motion passed.

Decision

Jennifer Teeter made the motion and Sara Dyche seconded for chapters to have the option of an excursion, IFL, or chapter planned day to offer additional pricing flexibility to attendees. The motion passed.

Additional Strategic Needs

During the previous day's workshop session, the board came up with the following list of strategic goals and needs for Oregon FBLA.

- Additional resources (lesson plans/curriculum) for FBLA integration into the classroom (feeds into new teacher process)
- Education and business partnerships in forms of advice, internships, mentors, and dollars
- BOA and BOT combined meetings twice a year for accountability and status updates
- By-law change to standardize term limits for both boards
- Creation of adviser coaching program for advisers with a 0-3 years of experience
- Friends of FBLA development for networking group similar to FFA
- Develop a culture of winning



Next Meeting

The next meeting of the Board of Advisers will be on December 1, 2017 in Portland. Exact location is to be determined.

Adjournment

The meeting was adjourned at 12:00 pm.