

California Future Business Leaders of America

Conference Call

Minutes of August 15, 2019

Call to Order

The California Future Business Leaders of America Executive Board Meeting was called to order on Thursday, August 15, 2019 at 7:02PM. The President was in the chair and the Secretary was present. I will now take roll call. When your name is called, state that you are present.

Attendance

The following 2019-2020 officers were present:

Venugopal Chillal, State President
Roma Bedekar, State Vice President, Bay Section
Kyle Tran, State Vice President, Central Section
Christine Huynh, State Vice President, Gold Coast Section
Joshua Zhang, State Vice President, Inland Section
Kelsea Whiting, State Vice President, Northern Section
Lauren Cho, State Vice President, Southern Section
Abbie Linhares, State Secretary
Clarissa Gao, State Public Relations Officer
Priscilla Goh, State Parliamentarian

The state officer adviser Dr. Looker was also present.

A quorum was established.

Reading and Report of Minutes

Approval of Minutes from May Board Meeting

It was moved by Kelsea and seconded by Clarissa to approve the May Executive Board Meeting Minutes at 7:08PM and the motion carried under a unanimous vote.

After the approval of the meeting minutes, state secretary Abbie Linhares will email them to Ms. Sue Christensen to be posted on the CA FBLA website.

Treasurer's Report

None

Previous Business

None

New Business

Program of Work Goal – Connections

Chapter Liaison Program Check-In

State Vice President representing the Gold Coast Section Christine Huynh said that she is having difficulty with establishing and maintaining contact with some chapters due to advisers not emailing her or her section director back.

State Vice President representing the Bay Section Roma Bedekar said that she and her team have established contact with chapters and that they have sent out a check-in form for their chapters to ensure that they are notified of the changes in FBLA this year. Some chapters haven't yet responded so the Bay Section officer team is checking in with them.

State Vice President representing the Northern Section Kelsea Whiting said that the Northern Section directors are in contact with their chapter advisers. They are sending out information regarding Officer and Adviser Training Day (OAT Day) and on OAT Day, the Northern Section officer team will be handing out a form for a liaison system.

State Vice President representing the Southern Section Lauren Cho said that there is currently no liaison program in her section due to several schools not being in session at this time.

State Vice President representing the Inland Section Joshua Zhang said that his section has not yet set up a formal chapter liaison system yet, but he has created an informal one with a handful of chapters that he has come into contact with.

State Vice President representing the Central Section Kyle Tran said that there is currently no chapter liaison program in his section, but that one will be established during the Central Section OAT Day.

Monthly Interactions – Updates/Reports

State Secretary Abbie Linhares was tasked with emailing Ms. Sue Christensen and Mrs. Molly Anderson about creating a Remind101 system that will be available to more than 150 members. She needs to be sure to carbon copy Dr. Laurie Looker on the email as well. On top of this, she was tasked with creating the Reminds and updates to be sent out through the Remind101 account. The team concluded that messages should be sent out every two weeks and that they must coordinate on who is sending out what message and when to ensure that members are not being spammed on the Remind101 account.

Monthly Interactions – Conferences/Live Events

State Public Relations officer Clarissa Gao was tasked with taking the lead on creating either conference calls or livestreams with members. It will be her responsibility to decide on a platform to use for these calls, as well as the topics and schedule for the calls. It was recommended that members pick the topic of the calls through a Google Form that will also be created by Clarissa Gao. The link for this form will be displayed on the CA FBLA Instagram page, the CA FBLA website, and at every section's OAT Day. The ideas of an Instagram Live

and a Zoom conference call were both discussed. It was concluded that with an Instagram Live, only two people can be on the live at once and with a Zoom conference call, the administrator of the call has the ability to mute and unmute viewers. State Officer Adviser Dr. Looker asked the officers that only section presidents be present on the conference calls or livestreams. Clarissa Gao was asked to email Ms. Sue Christensen about how to do these calls with members and carbon copy Dr. Looker on the email.

Reminder System

It was concluded that State Secretary Abbie Linhares will be in charge with creating and managing the statewide Remind101 system.

Reminder System – Mailing List

State Parliamentarian Priscilla Goh wants to create a statewide email mailing list. In order to do this, she is planning on creating a form where members will be given the option to sign up for the mailing list or not. Her main goal is to have individual members on this mailing list as opposed to the traditional chapter presidents. It was discussed that a possible way of gaining more emails is to ask chapters if they and their members are okay with providing their email addresses. She was asked to carbon copy Dr. Looker on any emails she sends out regarding this mailing list.

Reminder System – Facebook

The state officer team discussed that the use of Facebook is a good way for the officer team to make personal connections with members. It can be used for the posting of countdowns, information, forms, surveys, and more. Dr. Looker asked that before the officer team starts using the Facebook account that they ask the section directors what social media platforms they use so that they will be able to see what is being posted and give them the extra opportunity to stay connected with the team and the information we are putting out.

The Californian

State Public Relations Clarissa Gao officer expressed that she would like to poll CA FBLA members before the creation of the *Californian*. The state officer team agreed that it would be an insightful thing to interview members about their personal stories, both in and out of FBLA, and include these interviews in the *Californian*. Clarissa Gao was asked to let the State Executive Board know when the three expected dates of publication will be for the *Californian*.

Program of Work Goal – Chapter Guidance

Website Reforms

State Secretary Abbie Linhares brought up the issue of the search bar on the CA FBLA website not working and was asked to email Ms. Sue Christensen about it.

State Public Relations officer was asked if she could email Ms. Christensen about possibly moving the information and hyperlink about starting a new chapter to the top of the home page. She was also asked to email her about possibly putting a tab about starting a new chapter under the resources tab.

State President Venu Chillal was asked to email Ms. Christensen about making every hyperlink on the CA FBLA website into a button to ensure that they are easily visible.

State Vice President representing the Gold Coast Section was asked to email Mrs. Nancy Sansot about the possibility of putting past years' competitive events tests on the CA FBLA website to be used as practice tests for members.

Website Reforms – FAQ Section

State President Venu Chillal is going to create a FAQ page to be posted on the CA FBLA website. Once he has this created, he will send it to Dr. Looker for approval before he asks Ms. Sue Christensen to post it on the website.

Website Reforms – Q&A Form and Email

State President Venu Chillal is going to email Ms. Sue Christensen about creating an email address where members will be able to send their questions to. The questions will then be answered by a state officer. Ms. Christensen needs to approve this email before any official planning can take place for it.

Contact Lists/ Opportunities Guide

State Parliamentarian Priscilla Goh is hoping to create a contact list that will double as an opportunity guide to aid smaller chapters in finding business tours, guest speakers, etc. In order to do this, she asked that every section president send her a list of all major counties that are in their sections.

Chapter-Based Interaction

State Vice President representing the Inland Section Josh Zhang has started a chapter-based interaction in his section where he has gotten chapter members' phone numbers and conducts conference calls with them. Other section presidents have expressed interest in this type of interaction so they are considering creating a form to pass out at OAT Day where members will be able to select if they are interested in being involved in conference/video calls or not. The state officers were advised to contact Josh if they have any question regarding this type of interaction.

Program of Work Goal – Social Media

Scheduling/Calendar

State Public Relations officer Clarissa Gao has created a calendar stating what days she is planning on posting content and other related items. She based this calendar off of the CA FBLA yearly calendar.

Clarissa has asked that every state officer film and submit an introduction video of themselves to her by the end of the month (end of August). She has also asked that every section officer create an introduction video and submit it to her by the end of October.

Clarissa has also informed the team that if they would like a specific picture to be posted on the CA FBLA Instagram account, they should to send it to her and she will post it.

Parliamentary Procedure

State Parliamentarian Priscilla Goh is hoping to create a program where parliamentary procedure be used in chapter meetings. In this program, she would have chapters submit a video demonstrating their use of parliamentary procedure in their meetings then award them with some sort of prize. In order for this program to be successful, she has concluded that it must be started out in every section. The goal of this program is to promote the purpose of parliamentary procedure by sharing tips and resources about it. She is also going to create a resource folder for parliamentary procedure on the CA FBLA State Executive Board SharePoint.

Member Involvement

State Vice President representing the Central Section Kyle Tran and State Parliamentarian Priscilla Goh have come up with the idea of reaching out to different chapters and asking them for one-minute videos highlighting their chapter. The purpose of these videos is to promote individual chapters and the events that they are having. This is also a great way to build relationships with chapters.

Member Involvement – Chapter Highlights

Kyle Tran and Priscilla Goh will be in charge of collecting chapter highlight videos.

Member Involvement – Conference Recaps

Kyle Tran and Priscilla Goh will work with State Public Relations officer Clarissa Gao to create conference recap videos after every conference held in California.

Member Involvement – Student Spotlights/Tips

The State Executive Board has concluded that they should begin to host 60-second Sunday videos that will be created by their members. State Vice President representing the Southern Section Lauren Cho has volunteered to be in charge of the 60-second Sunday videos. Her roll will be to create a form for student spotlights, post the videos, and create the topics for the videos. She has decided that members should create their own captions before submitting their videos.

State Vice Presidents Kelsea Whiting and Christine Huynh are planning to make the 60-second Sunday spotlight videos a requirement for their sections' special reward programs.

It is important that the spotlight videos are promoted throughout every section in CA FBLA.

Promotion

The State Executive Board would like to promote state projects on their social media accounts and the CA FBLA YouTube channel.

Promotion – Projects/Conferences

It is extremely important that the State Executive Board promotes the new state projects and the system that will be used to reward members for completing the projects. It is most important that they educate members on the changes of the state projects and the benefits of these changes. Every state project must be uploaded and accepted by February 28, 2020.

State Projects Badge System

State Officer Team Adviser Dr. Looker is going to make an information sheet containing everything there is to know about the new badging system that CA FBLA will be adopting for their state projects. She will send this information sheet to all CA chapter advisers and the state officer team.

State Public Relations officer Clarissa Gao will work with Ms. Sue Christensen to create the badges for the state projects.

Preparation for Officer and Adviser Training Day

Dr. Looker has asked that if any section is presenting on state projects or running for an officer position that they send their presentation to her at least three days in advance in case any changes need to be made.

State Vice President representing the Gold Coast Section Christine Huynh said that her section's OAT Day presentations are completed and that all other items and details for the day are finalized except for the location.

State Vice President representing the Bay Section Roma Bedekar said that her section's OAT Day planning is going well and that everything for the day is planned out. She said that their schedule and other minor details will be finalized at her section's October meeting.

State Vice President representing the Northern Section Kelsea Whiting said that she has a meeting planned with her section's officer team to touch up on everything about OAT Day, but everything else is complete.

State Vice President representing the Southern Section Lauren Cho said that everything for her section's OAT Day is finalized, but the only thing that she is still working on is finding a business professional to present.

State Vice President representing the Inland Section Joshua Zhang said that everything for his section's OAT Day is finalized except for the schedule and the professionals that will be presenting.

State Vice President representing the Central Section Kyle Tran said that his section's OAT Day is planned and scheduled. He is planning on holding a section officer meeting soon to check in with his officers.

It was expressed to the officer team that every section must have a way to receive feedback either at or after their OAT Day. This could be on paper, through a Google Form, or any other way that they see fit.

Section Programs of Work

Every state officer should publicize their sections' Program of Work to their section and its members. The State Vice Presidents were also given the option to post their section Programs of Work on the CA FBLA website after they are finalized.

CA FBLA YouTube Channel

State Vice President representing the Inland Section Josh Zhang has taken on the roll of being in charge of the CA FBLA YouTube channel. The ideas of using the YouTube channel for videos about competitions, parliamentary procedure, hospitality management, important information, and more were all expressed.

Adjournment

It was moved by Venu and seconded by Josh to adjourn the meeting and the motion carried under a unanimous vote. President Venugopal Chillal adjourned the meeting at 9:02PM.

Abbie Linhares

State Secretary