

California Future Business Leaders of America

Executive Board Meeting

Minutes of October 3-4, 2019

Call to Order

The California Future Business Leaders of America Executive Board Meeting was called to order on Thursday, October 3, 2019 at 5:01PM at the Holiday Inn Express in Ontario, CA in the Runway 1 room. 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 following advisers to the state officers were present:

Mr. Norman Tsai, Bay Section, accompanying Venugopal Chillal and Priscilla Goh
Mr. Graeme Logie, Bay Section, accompanying Roma Bedekar and Clarissa Gao
Mr. Patrick Frost, Inland Section, accompanying Joshua Zhang
Mr. Jacob Avila, Central Section, accompanying Abbie Linhares
Mr. James Toste, Central Section, accompanying Kyle Tran
Ms. Nikole Burg, Northern Section, accompanying Kelsea Whiting
Dr. Alicia Baillie, Southern Section, accompanying Lauren Cho

The state officer adviser Dr. Looker and California FBLA Board Members Mrs. Melanie Dias were also present.

A quorum was established.

Reading and Report of Minutes

It was moved by Venu and seconded by to approve the September Conference Call Minutes at 5:05PM 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

Unfinished Business

The *Californian*

The format of the *Californian* was discussed, and it was concluded that the issue will consist of three different parts- one for events, one for updates, and one for people. The issue will be release as one PDF but will have subsections like a newspaper (I.E. sports & entertainment, news, comics). The reason that the issue is being split is to increase the reading of the *Californian* because the State Executive Board team believes that it will be easier for people to digest if the issues are shorter. To further increase the reading of the *Californian*, snippets or articles will be posted on Instagram to get members intrigued to read the entire article and the rest of the issue. Using Instagram and Google Forms, the team discussed polling members to see what they do or do not read in the *Californian*, but also see what they want to read. The idea of creating a secretary council and having the council members write articles for the *Californian* was also discussed.

For articles in the *Californian*, State PR Clarissa Gao assigned officers to certain article topics and put this list in the CA FBLA SharePoint. Every officer is required to complete at least two articles, one being an introduction and the other is assigned by the State PR. There were ideas of doing a topic of the *Californian* on competitive events and pieces of advice from past competitors of the events. Chapter highlights will be included in the *Californian*, and these will be paired with community service and March of Dimes. The *Californian* will also have a list that has the name of every CA FBLA chapter and president on it. All articles are due on October 31st for approval before the publication of the *Californian*. The *Californian* will be published on November 30, 2019.

Social Media Platforms

Official CAFBLA Platforms

CA FBLA has accounts on the social media platforms Instagram, Twitter, Facebook, and YouTube. Currently, every state officer has access to the CA FBLA Instagram account but Clarissa Gao is the one that oversees it and posts on it. For the official CA FBLA Facebook page, both Venu and Clarissa have access to it and oversee the account. For Twitter and YouTube, Clarissa is the only one with access to the accounts. Dr. Looker has asked that only the current state PR have access to the accounts, meaning all email addresses on the accounts be changed to the current PR's. She has also asked that all posts for every platform be sent to her for approval before their posting. This is to ensure that every post is appropriate. The section directors and the officer team has concluded that they would like Twitter to be used as a way to promote CA FBLA to the entire world instead of directing it just to members. This means that only big events should be featured on Twitter, not necessarily reminders.

YouTube Channel

The current YouTube channel has a lot of videos, but the content isn't very interesting or well viewed. The state officer team is going to work towards updating the YouTube channel to only relevant FBLA content. To peak the interest and entertainment level of the content, videos containing things like socials or vlogs should be the basis of the channel. Videos like these will also be more personal and engaging to members. The only problem about creating and posting less serious videos is that it may alter the brand of CA FBLA. The state officer team and board of directors would like a consistent brand for all social media, meaning that our Instagram account shouldn't be serious while our YouTube channel is fun- all of the content needs to flow together. To connect YouTube with the other social media platforms, the YouTube videos can be posted on Facebook and Instagram using IGTV. The state officer team also decided that for the first CA FBLA YouTube video of the year, we will create a "Describe FBLA in One Word" video. This will consist of short clips of different members describing FBLA in one word then piecing these clips together to create one whole video.

Remind System

Ms. Christensen said that she believes there is no reason to have a Remind101 account when we have other platforms and systems that we aren't currently using. She suggested Blackboard, but Blackboard does not seem very friendly. It is not as recognizable and the sign-up form is far too long. Ms. Christensen still said that she would demonstrate how to use Blackboard tomorrow.

HumansofCAFBLA

As for now, the CA FBLA Management Team is saying no to the creation of a HumansofCAFBLA page because they think that the page will not contain very much control. Venu expressed that he will further this discussion with the management team tomorrow.

Inter-Officer Communication

The idea of putting all section officers in a group message with one another so they would be able to communicate was discussed. It was concluded that this is not the best idea, especially because it is the section presidents' job to make the connection between the chapter, section, and state teams. It was noted that section presidents also need to focus on building their connections with their own teams before anything else.

Professional Involvement

State President Venu believes that it is important to have more alumni and professional FBLA members involved with our state and organization. He believes that this is something to talk about with the management board, but that in order to gain this involvement, the team must use personal resources and contact alumni to receive their approval before placing them on a contact list.

Councils

Dr. Looker asked that if any officer on the team would like to create a council, they must email her a description of the council and the purpose of it to have it approved before its creation.

Recess to Dinner

It was moved by Roma and seconded by Christine to recess for dinner at 6:30PM and the motion carried under a unanimous vote. The team reconvened at 7:00PM.

State Projects and Badge System

Student Accounts

It is extremely important that members know how to create their accounts in this system because signing up is the only way that they will be able to submit their projects.

Adviser Accounts

It is the section directors' duties to ensure that advisers are signing up and creating accounts too to approve their members' projects for submission.

State Project Tool Kits

Inland State President Josh and his section officer team worked to create tool kits for state projects. The tool kits are all listed in SharePoint. The purpose of these tool kits is to help new members that don't know how to complete state projects or what to do with them, finish them. The current issue with these tool kits are that they seem to be a little too wordy and that they should be structured more towards things like how to submit projects and create accounts to do so. The team came up with the idea of using Canva to create infographics of the tool kits to cut down how wordy they are. State Vice Presidents Kyle and Christine decided that they would help Josh create the infographics for the tool kits. These need to be completed as soon as possible.

Due Dates

All state projects need to be sent to the members' advisers by February 14th for approval. Advisers must approve these projects then submit them by February 28th. All chapter projects need to be submitted by advisers by March 6th. The state officer team will be sending out occasional reminders to members to submit their projects early and on time. These reminders will be shown on all CA FBLA platforms.

New Business

Leadership Development Institutes (LDI North (October 19-20)/LDI South (November 16-17))

Issue of Local LDI-type Events Sponsored by Local Chapters

An issue of a local LDI-type event that is sponsored by local chapters has arisen. If an individual chapter would like to do an event, that is the chapter's responsibility, and as members of the State Executive Board, we should not be promoting these types of events. Inland Section President Josh explained that a chapter wanted to hold their own small conference that only introduces members to FBLA. He explained it as an OAT Day, but just for members, so it is more of a member training day. They thought that the name "Mini-LDI" was just a catchy name for the event.

LDI South Officer Workshop Presentations & Script Review

The Gold Coast, Inland, and Southern officers and advisers formed a group together. The officers presented their workshops to the advisers and were provided with feedback and constructive criticism. The officers then worked on updating and completing their script for the conference.

LDI North Planning

The Bay, Central, and Northern officers and advisers and Mrs. Dias formed a group to plan all logistics for their conference.

Review and Selection Process for LDI Workshop Presentations

This year, there are not as many members attending LDI as there was in the past. Because of this, we may not need every section officer to present a workshop. There has been talk that not all workshops are great quality and provide good information to members. Members consider these types of workshops to be a waste of time. This year, the state officer team has been asked to review all presentations before LDI to ensure that every workshop is of the highest quality and has good content.

Adjournment

It was moved by Joshua and seconded by Kyle to adjourn the meeting at 9:23PM and to reconvene on October 4, 2019 at 8:00AM in the same room.

Call to Order

The meeting was called to order by Venugopal Chillal on October 4, 2019 at 8:31am.

New Business (Continued)

Leadership Development Institutes

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Officer Guide and Application Process

For people that are interested in running for a section/state officer position, it is important that they are dedicated to the organization and will make FBLA a priority. As current state officers, it is important that we know what members need to know in order to run for an officer position so we can spread the information. Members interested in running need to know the time commitment that FBLA requires and that the member is currently, or has previously, taken a CTE course that is approved and on the list that Ms. Molly Anderson sent to advisers. Candidates also need to have a dedicated adviser. As officers, we should ask every member interested in running if they feel that they have a dedicated adviser and someone that will support them. Section directors are tasked with speaking with the advisers and letting them know of the time commitment and more that it takes to be an adviser of a section/state officer. We should also share our personal statements and experiences with members that are interested in running to become a section or state officer. The application is currently listed in SharePoint. The deadline for State Vice President applications is December 13th. These need to be submitted to Dr. Looker and the appropriate section director. All other section officer applications are due on December 13th to the appropriate section director. All state officer applications other than state vice presidents are due to Dr. Looker by March 6th. Members interested in running to become a national officer must obtain a written or email approval from their section director and the CDE State Adviser for FBLA prior to submitting an application. The email approvals are due by February 28th.

Connections and Chapter Guidance

ask@cafbla.org

CA FBLA is creating an email address where members will be able to ask questions. There will be a Microsoft Form where members will submit questions and all responses to the form will go directly to the email. State President Venu will be in charge of the email. He will also be creating a Frequently Asked Questions page for the CA FBLA website. It is important that members view this page before they submit questions, or Venu will be sure to reference members to this page when responding to questions.

Contact with Local Chapter Presidents and Advisers

Dr. Looker reminded the State Officer Team that as officers, they should only be reaching out to and staying in contact with members. Section directors are the only ones that should be reaching out to and staying in contact with advisers.

Use of CAFBLA Monthly Newsletter

Mrs. Laura Martin sends out a monthly newsletter to the advisers and Board of Directors in CA FBLA. She has asked that the State Executive Board send her information that we would like placed in the newsletter. She requested photos and reports on different topics that the officer team believes are most fit for the newsletter sent to her by the date listed on the CA FBLA calendar. Venu is looking to creating a document that includes all of the information that the team would like on the newsletter that he can send to Mrs. Martin.

Section Pages on CA FBLA Website

The State Vice Presidents were asked if they use their section pages on the CA FBLA website and what their purpose for their pages is.

Bay Section President Roma said that their page is used to post their section newsletter and include information for other things such as events. Their section officer team's goal is to begin to post their minutes for their meetings on the page as well.

Northern Section President Kelsea said that their section page is not being utilized very much. Currently, the page contains the Northern Section Calendar, OAT Day information and resources, links to chapter websites, and social media information.

Inland Section President Josh said that they use their section pages to post links to projects, newsletters, and competitive event help.

Southern Section President Lauren said that they use their page to post deadlines, photos, and links to chapter websites.

Gold Coast President Christine said that they use their page to put out forms for business tours, their section council, program of work, newsletter and more. They also have officer introductions on their page. They hope to place tabs on the side of their page to create different folders where they can better organize the information they are releasing.

Central Section President Kyle said that their page has links to competitive events, the calendar for the year, and extra files and information for advisers.

It was pointed out that many of the webpages have been inactive for the past few years. To better liven the pages, it was recommended that all sections include pictures from different chapters in their section on their webpage.

Chapter Highlights

Chapter highlights have been promoted all over social media. We are asking chapters to send in highlight videos, then we are posting these videos on Instagram. State PR Clarissa has been sending all videos to Dr. Looker for approval before she posts them. This is to ensure that the song choice is appropriate and that the video represents CA FBLA in a good manner. Dr. Looker would also like to post these videos on the CA FBLA page as well.

Professional Business Contact List

State Parliamentarian Priscilla has been reaching out to numerous people to try to get contact information for professional businesses. The purpose of this list is to try to equalize opportunities like business tours for both large and small chapters. It was asked that this list is completed by the end of November. She has been reaching out to people through LinkedIn, then holds a call with them. The state officer team also believes that this will be a great way to get judges for conferences. It was asked that she sends this list to Ms. Martin when completed for her to put on the adviser newsletter. Ms. Martin also informed Priscilla that she has an old CA FBLA alumni list as well.

Recess to Break

It was moved by Roma and seconded by Kyle to recess for lunch at 12:30PM and the motion carried under a unanimous vote. The team reconvened at 1:15PM.

OAT Day Reports

The Bay Section OAT Day had 110 members attended. It was noted that there was a lot of positive energy at their OAT Day. They believe one cause of that may have been from the implementation of more “get to know you” icebreakers. The one negative thing that they noted from their feedback form was that they needed more consistent promotion of their OAT Day and some of their workshops should have been cut down in length.

The Central Section OAT Day had 171 people attend, which included three new schools. That was their most ever attended OAT Day. Because of this, they had to change their original icebreaker that they had planned for the day. They also had too many attendees to fit in the classroom, so they had to present in one room at the same time. Another issue that they faced was that some of the computers they presented from would not connect to the servers.

The Gold Coast Section OAT Day had 90 people attend. They had one business professional from the Bank of America present about financial literacy. They also had three guest speakers. It was reported that their OAT Day did not have a good turn out because a lot of chapters were not of attendance. The chapters that did not attend said they did so because there were adviser or transportation issues. A good thing about their OAT Day was that they did have a lot of new chapters attend.

The Inland Section OAT Day had 141 people attend, and 13 of which were from middle schools. At their OAT Day, they had a representative from March of Dimes give a presentation about their non-profit. They received a lot of positive feedback from that presentation. At their OAT Day, they focused heavily on gaining contact info from members. They also were sure to take lots of pictures and videos throughout the day. They placed newer chapters into workshops that would benefit them the most. Prior to their OAT Day, they sent out a form of workshops for members to vote on which ones they would like to be presented.

The Northern Section OAT Day had 71 people attend. They had a female business owner guest speak at their OAT Day and had a professional workshop that was presented by someone at Chico State. Every officer held a workshop and every chapter was given a POW planning session. The one thing that they struggled with was the timing of everything and staying on schedule.

The Southern section OAT Day had 144 members attended. They had keynote speakers that were graduates of UCLA. They noted that their OAT Day was more organized this year than it was in the past. Members also reported that the workshops at their OAT Day were more useful than in previous years. The two things that they struggled with the most were technical difficulties and getting everyone involved in the roundtable discussion that they held.

Officers split up and discussed what they thought about OAT day. They talked about how it could be better and what to do about it. After the conversations, the team debriefed together and concluded that the format of OAT Day is good because it allows the spread of information all in one place, but there can be some things changed about it. It was noted that the content and setting of OAT Day does matter and that it helps to tailor content to specific chapters. A load of information may be overwhelming to some members, so it may be a good idea to make some workshops mandatory to attend while others are not. Section presidents should also review the workshops that are going to be presented before OAT Day. It is also important that every workshop has an interactive piece to it, specifically something that members can continue to do when they go home. The entire day should be engaging to members, and for that to happen, OAT Day needs entirely better and more interesting content.

Future Tasks

Section Conferences

Section conferences are approaching faster than we know, so it is important that we start planning soon. Section presidents should reference the legacy packet from the previous section president to see what they included in their section conference presentation. The most important things to plan ahead for are the food, activities, guest speakers (if interested in having one), and other things like those. Leading up to the conference, it is also important that section presidents begin thinking about their teams' roles in the conference. All section conferences will take place on February 8th, with the exception of the Gold Coast Section Conference that will take place on February 22nd.

CA Pin Design Contest

The CA FBLA Pin Design Contest was discussed. The pin will be the CA pin for the National conference in June of 2020. The contest needs to be advertised during the section conferences

with a flier. The pin itself needs to reflect California, say “California FBLA” and “NLC 2020” somewhere on it, and can only be two colors. Typically, the CA FBLA pin is a bear. The submissions for the pin design contest will be due on March 6th and the winner of the contest must be an active member. We also ask that the member goes to opening session at the State Leadership Conference to be recognized.

SLC Attire

Dr. Looker spoke to the team about our SLC attire for the closing session. She said that the girls’ dresses must be red in color, floor length, cover their shoulders, have no slits, cannot have spaghetti straps, be strapless, be backless, or be too low in the front. She said that the most important thing about the dress is that it is conservative and in dress code. She asked that the girls send her an email that includes pictures of both the front and back of the dress when asking for approval on a dress. As for the males, they must all be matching in attire and they are able to decide what that attire is. Typically, the males wear black suits, a black button up shirt, and a red tie or bowtie.

Action Items

Every state officer was asked what action items they would take within the upcoming month. They were as follows:

Venugopal Chillal, State President said that he will check in with the officers to ensure that everything is good for LDI and work on the FAQ page with State PR Clarissa.

Roma Bedekar, State Vice President, Bay Section said she is going to make edits to her LDI workshop presentation, look over her officer team’s presentations and complete the FAQ section in the *Californian*.

Kyle Tran, State Vice President, Central Section said he is going to ensure that all Central Section officer presentations are high quality and get a chapter highlight video from his section.

Christine Huynh, State Vice President, Gold Coast Section said she is going to create an LDI flyer, complete the LDI South script, and make edits to her LDI workshop presentation.

Joshua Zhang, State Vice President, Inland Section said he is going to work towards creating a promotion video for LDI and find members in his section to take pictures and record videos at the conference as well.

Kelsea Whiting, State Vice President, Northern Section said she is going to make edits to her LDI workshop and work towards ensuring all Northern officers have professional workshops.

Lauren Cho, State Vice President, Southern Section said she is planning on looking officer her officers’ LDI presentations and work on completing their LDI promotion flyer.

Abbie Linhares, State Secretary said that she will finish the meeting minutes, ensure that her section officer team's presentations are good, and plan messages for the secretary update at LDI North.

Clarissa Gao, State Public Relations Officer said she is going to work on creating polls for the Californian and create a pre-posting schedule for social media.

Priscilla Goh, State Parliamentarian said she is going to work with the other officers on any task they need help with, complete her article for the *Californian*, and ensure that LDI North runs smoothly.

Adjournment

It was moved by Kelsea and seconded by Clarissa to adjourn the meeting and the motion carried under a unanimous vote. President Venugopal Chillal adjourned the meeting at 3:03PM.

Abbie Linhares

State Secretary