

## **California Future Business Leaders of America**

### **Executive Board Meeting Conference Call**

Minutes of May 14-15, 2020

#### **Call to Order**

The California Future Business Leaders of America Executive Board Meeting was called to order on Thursday, May 14 at 3:02 p.m. 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 2020-2021 officers were present:

Kelsea Whiting, President

Sanya Jain, Vice President Representing the Bay Section

Jessica Abarca, Vice President Representing the Central Section

Trevor Gadsby, Vice President Representing the Gold Coast Section

Megan Le, Vice President Representing the Inland Section

Tyler Sprague, Vice President Representing the Northern Section

Ishaan Sakhrani, Vice President Representing the Southern Section

Renee Wrysinski, Secretary

Sahiti Kadiyala, Public Relations Officer

The following advisers to the state officers were present:

Ms. Burg, Adviser, Colusa High School, accompanying Kelsea Whiting and Renee Wrysinski

Ms. Townsend, Adviser, Cupertino High School, accompanying Sanya Jain

Mr. Avila, Adviser, Redwood High School, accompanying Jessica Abarca

Dr. Looker, Adviser, Westlake High School and State Executive Board Adviser, accompanying Trevor Gadsby

Mr. Lara, Adviser, Centennial High School, accompanying Megan Le

Ms. Knight, Adviser, Trinity High School, accompanying Tyler Sprague

Mr. Logie, Adviser, Homestead High School, accompanying Sahiti Kadiyala

The following advisers to the state officers were not present:

Ms. Hai, Adviser, Yorba Linda High School, accompanying Ishaan Sakhrani

A quorum was established.

### **Reading and Report of Minutes**

None

### **Treasurer's Report**

None

### **Unfinished Business**

None

### **New Business**

#### Officer and Adviser Introductions

The officer team discussed what they learned about each other during their one-on-one video calls, as well as what they found they have in common with each other. Dr. Looker shared information about herself and her background in FBLA and teaching, as well as how she has adjusted to quarantine.

#### Officer Responsibilities

Dr. Looker reviewed the responsibilities of state officers, and how officers conduct themselves reflecting on CA FBLA. She outlined the expectations that the officers and advisers agreed to when signing the officer contract. If an officer fails to meet one of these expectations, they will receive a warning upon the first offense, will lose complimentary SLC registration upon the second offense, and will be asked to resign upon a third offense. She emphasized the importance of open communication to resolve problems and address the needs of the officers.

Emails from Dr. Looker should be responded to within 48 hours, with a message stating that it was read and received. Messages from outside of the team should always be replied to in a formal manner. Replying to all recipients is not necessary unless information in the email is relevant to the group.

Mr. Avila emphasized that all officers should remain professional despite difficult and frustrating times, since they are the face of CA FBLA to all students. Mr. Logie said that despite uncertainty about the upcoming year, the management team is working to offer students and officers as many opportunities as possible.

Dr. Looker explained the team's use of Microsoft Teams and SharePoint. Important files for events and meetings are uploaded to SharePoint.

### Officer Uniforms

Dr. Looker explained the transition from the old FBLA patch to the new patch on uniforms. All officers should have an official blazer with the new patch by the team's first in-person meeting. Both Bay and Northern Section officers will have new patches provided to them. Dr. Looker expects to have the officer team polos in the next few weeks, and they will most likely be mailed to the officers' homes.

Official uniform for state officers:

Men:

- Business formal: Official blazer with gray slacks and white button-up shirt
- Business casual: Officer polo with khaki slacks

Women:

- Business formal: Official blazer with grey knee-length dress
- Business casual: Officer polo with khaki slacks or knee-length skirt

Official uniform for section officers:

Men:

- Business formal: Official blazer with khaki slacks and white button-up shirt
- Business casual: Officer polo with khaki slacks

Women:

- Business formal: Official blazer with knee-length khaki shirt and white blouse
- Business casual: Officer polo with khaki slacks or knee-length skirt

### Campaign Platforms

The common themes among all goals were communication, member opportunities, and member retention through stronger chapter resources. The team broke up into three groups to come up with goals that incorporate the individual goals. Kelsea Sanya, and Megan focused on communication; Sahiti, Tyler, and Trevor focused on member opportunities; and Jessica, Ishaan, and Renee focused on member retention through stronger chapter resources.

The first draft of the Program of Work goals was:

- To strengthen the statewide communication channels by facilitating distribution of clear and consistent information in a timely manner.
  - This will be accomplished through strengthening of the liaison system with HTML emails and holding video calls for members.
- To provide unique networking and career-oriented learning opportunities through direct communication with business professionals, government officials, and FBLA-PBL alumni.

- This will be accomplished by hosting webinars, business tours, and community service projects, and most importantly, engaging alumni and PBL members.
- To revitalize and retain chapters through effective distribution of useful resources.
  - This will be accomplished by distributing easily digestible and accessible resources to support new chapters.

To brainstorm for the final goal, officers discussed how the CTE requirement has affected their local chapter membership. Most officers said their chapters' overall membership has decreased slightly due to the requirement, but they have encouraged students to take CTE courses by reaching out to middle school students and emphasizing that joining FBLA is a good reason to take a business course. Chapters have also been able to increase membership by advertising to students who are already in CTE courses. Another issue many chapters have encountered is the lack of advanced placement/honors CTE courses for students wanting to maintain a high GPA.

Dr. Looker emphasized that it is important for officers to reach out to their local school administrations to advocate for more variety in CTE course offerings and make staff aware of the CTE requirement. Administrations should be aware of how their decisions about classes affect CTOSs such as FBLA and the students directly involved in them. Since officers are not able to directly control CTE course offerings, they should focus on what they can control, acting as ambassadors and sharing their experiences.

If schools reach out with questions related to establishing a chapter, officers should direct them to their section director. Section directors can promote that having a CTOS on campus can make a school eligible for CTE grants. They can also use personal finance courses as an introduction for schools new to CTE courses.

State officers will be the ambassadors for the Program of Work and should make sure that members and advisers are able to understand it. Officers should also strive to make sure that goals are achievable and will improve member experience.

### Continuing the Work

2019-2020 CA FBLA State Executive Board Program of Work:

- Foster personal and valuable connections through an enhanced communication network
- Promote social media engagement and interactions through valuable and consistent content
- Identify chapter needs and provide appropriate guidance to support their sustainable development

Kelsea explained the 2019-2020 State Executive Board Program of Work and what the goals accomplished. To implement the first goal, they strengthened the liaison system. Social media engagement and consistency were increased, the state projects were modified, and resources were offered to smaller chapters.

Dr. Looker talked about improving the 2019-2020 Officer Team's goal of creating a contact list of businesses willing to assist FBLA chapters. She emphasized that it is important to find

businesses and professionals that are near existing chapters or event locations. Trevor highlighted that the business contact list should be revised to include prefixes such as Ms., Mrs., Mr., or Dr. to make it easier for officers to reach out.

Another way to continue the efforts of the previous team is to provide resources that will explain competitive events besides objective tests and how to prepare for them. This can be accomplished by reaching out to those experienced in these competitions and asking them to host webinars or create video content.

Officers should also work to further develop the state projects and make them easier to understand. This can be accomplished through simplified toolkits and guides on how to use the new badging system. Officers should try to complete all four projects so they can offer tips and encouragement to other members. These projects can also be connected to competitive events that have a similar focus.

Further developing these resources will lead to retention and recruitment of new members.

### Ambassadorship and Membership

Kelsea expressed her expectations for the officer team. Officers should maintain professionalism while forming personal connections, communicate openly and clearly with all officers included in correspondence, and act as positive representatives of FBLA that members can reach out to and look up to.

Dr. Looker highlighted that since the officers are acting as hosts of all FBLA events, they must act appropriately, regardless of whether they are in uniform. Officers should act as professional role models, acting courteous toward adults and their peers.

All official FBLA communication should be through Office 365, not on other platforms. Dr. Looker should be aware of communication. Discussions should involve the whole team, not smaller groups, unless committees have been formed.

Kelsea outlined the liaison system to the officer team. The section presidents compose a liaison email or delegate this task to a member of their Section Officer Team. It is then sent to chapter officers, advisers, and members, with the goal of distributing consistent information from the state team to local chapters. Advisers should receive these emails, along with officers beside the presidents.

### **Adjournment**

The first half of the meeting at was adjourned at 5:54 p.m., and will reconvene on Friday, May 15 at 3:00 p.m.

### **Call to Order**

The meeting was called to order by Kelsea Whiting on Friday, May 15 at 3:02 p.m.

## **Attendance**

The following 2019-2020 officers were present:

Kelsea Whiting, President

Sanya Jain, Vice President Representing the Bay Section

Jessica Abarca, Vice President Representing the Central Section

Trevor Gadsby, Vice President Representing the Gold Coast Section

Megan Le, Vice President Representing the Inland Section

Tyler Sprague, Vice President Representing the Northern Section

Ishaan Sakhrani, Vice President Representing the Southern Section

Renee Wrysinski, Secretary

Sahiti Kadiyala, Public Relations Officer

The following advisers to the state officers were present:

Ms. Townsend, Adviser, Cupertino High School, accompanying Sanya Jain

Dr. Looker, Adviser, Westlake High School and State Executive Board Adviser, accompanying Trevor Gadsby

Mr. Lara, Adviser, Centennial High School, accompanying Megan Le

Ms. Knight, Adviser, Trinity High School, accompanying Tyler Sprague

Mr. Logie, Adviser, Homestead High School, accompanying Sahiti Kadiyala

Ms. Hai, Adviser, Yorba Linda High School, accompanying Ishaan Sakhrani

Ms. Burg, Adviser, Colusa High School, accompanying Kelsea Whiting and Renee Wrysinski

Mr. Avila, Adviser, Redwood High School, accompanying Jessica Abarca

## **New Business (Continued)**

### California State Team Action Plan

The revised goals are:

- To strengthen statewide communication channels through distribution of clear and consistent information in a timely manner.
- To provide unique networking and career-oriented learning opportunities through direct connections with business professionals, government officials, and FBLA-PBL alumni.

- To increase member awareness, engagement, and retention in FBLA activities and membership.

The team broke in to three committees to set specific goals for each larger goal of the POW. Kelsea, Sahiti, and Jessica focused on communication; Tyler, Trever, and Megan focused on member opportunities; and Ishaan, Sanya, and Renee focused on member resources. They then presented their goals to the group for feedback.

Communication group:

- Improve liaison system
  - Create an HTML liaison email.
  - Convert liaison email sent to local chapters to a Google Form to make it more interactive
  - Allow members to sign up to receive the liaison email via the CA FBLA website or official social media
  - Be aware that not all chapters will have officer teams until the fall.
- Increase awareness of FBLA terminology
- Create social media roadmap for members
- Create infographics with important dates
  - Make sure to publicize dates that match the graphic calendar and website calendar
- Create video updates from section presidents
- Draft HTML email for first liaison email
  - Does anyone have experience creating HTML emails and is special software needed to create them?
  - Contact Ms. Martin and Ms. Christensen to explore implementation options
  - Look into Mail Chimp and Constant Contact, which Ms. Martin already uses for adviser newsletter
- Consistently post about state projects
  - Collaborate with resources committee to accomplish this
- Use Instagram to publicize resources posted on other platforms

Member opportunities group:

- Connect members with business professionals and government officials in their region
  - Section presidents should reach out to chapters to publicize the upcoming Gold Coast webinar.
    - This event can act as a test for statewide webinars.
- Engage alumni
- Host Q&As with business professionals
  - Could possibly be added as an activity for one of the state projects
- Host social media livestreams with alumni
  - Relates to the goal to engage alumni
- Increase competitive event awareness

- Coordinate with previous judges and winners to share projects and feedback in small event-type based groups.
- Host online practice sessions with previous and current competitors and simulated judges
- Can fall under member resources
- Community service outreach spotlight
- Virtual workshops
  - Possibly record LDI workshops instead of repeating workshops
  - Review before posting
  - Possibly record voice and screen recording
- Virtual social engagement & engagement in Californian

Member resources group:

- Increase competitive event awareness
  - Ensure professional quality and understandable guides
- Create/compile resources related to basic chapter functions
  - Officers should explore the CAFBLA.org site and find outdated materials
- Create a platform for advisers to share best practices on preparing for competitions
  - Possibly convert to an interest-related survey or graphic, with information about what competitions are and types of events
  - Find out what events officers compete in and share tips and techniques
  - Be aware that not all advisers will be willing to share
- Partner with local community service organizations
  - Related to goal of second group, possibly better served in that committee
- Create a relative sweepstakes
  - Not feasible statewide at this point
    - Should find other ways to engage with smaller chapters
  - Possibly implement at individual sections before bringing to CAP
- Spread best practices through a column in the Californian

If officers have campaign goals that do not fit within the program of work, they should still work on them individually to ensure they fulfill their campaign promises.

### Communication Within the Team

Officer reports will be due at the end of each month. The first officer report will be due June 31, and there is no report due in July. The template is available in the Officer Reports SharePoint folder. Officers should comment on the progress of every task they have been assigned and should leave a completion date upon completion. It should be initialed by advisers.

### Communication with Members

Sahiti and Ms. Christensen can post on official social media accounts. Instagram is the platform primarily used to distribute information, Twitter is mostly used during conferences, and Facebook is not used to reach members. Any officers can create content, but posts must be

approved by Dr. Looker prior to being posted. YouTube videos must be appropriate and professional. They should convey important information in a professional manner.

Trevor has experience facilitating webinars. He expressed that it is ideal to have a mediator with pre-submitted questions, and to also incorporate a live Q&A. Kelsea will discuss adviser monitoring of webinars with the management team.

If officers want content to be posted on the CA FBLA website, it should be sent to Ms. Christensen after being approved by Dr. Looker. If there are questions about the website, they should be sent to Ms. Christensen directly.

Sahiti and Kelsea proposed a BuzzFeed quiz that will allow members to see what officer they are most similar to. If it can be accomplished on Instagram, BuzzFeed should not be used to avoid using a new platform.

### State Leadership Summer Summit

There is not yet a confirmed plan for how the State Leadership Summer Summit will be held.

The team discussed the most important topics to be discussed if Summit should be held virtually. Some of the most important elements are elevator pitches, developing officers' confidence, networking, and LDI workshop pitches. If it is held virtually, there would ideally be smaller breakout rooms.

Officers should think creatively about how to best serve members and prioritize concepts if events like OAT Day and LDI should be held virtually. Officers should think of ways to engage with officers if they are not allowed to use video.

### OAT Day

The team discussed ways to make OAT Day more effective. Bay Section made their OAT Day more successful by getting feedback before the event about what was important and allowing time for networking. Central Section had a successful event and focused on building connections among officers. Gold Coast Section improved their event by having presenters that focused on financial literacy. Trevor highlighted that a virtual OAT Day may not be as successful as an in-person event. Inland made their event successful by catering to different chapter experience-level groups and allowing time for networking. Mr. Logie expressed that experienced chapters do not gain much from the event. Northern Section improved their event by having a presenter from the business department of a nearby college. Southern Section made their OAT Day more successful by splitting their chapters into two groups.

The consensus was that OAT Day is a valuable event, but it is difficult to reach the more experienced chapters. There are no definitive plans for upcoming events due to the uncertainty stemming from COVID-19.

### National Leadership Experience

The officers discussed who will be participating in the NLE. Many were uncertain given the registration process not being finalized. Dr. Looker emphasized that if a competitor competes at

the NLE, they will not be able to compete in that event again. If officers are available to attend the NLE, CA FBLA will pay for their registration given that they agree to attend the opening session and workshops. Officers should determine if they are willing and able to attend. They would write a summary of how what they learned at the NLE and how they will apply it to their duties as an officer. Central Section will be paying for their section officers to attend. There will be no Institute for Leaders held. The president and first vice president will be the voting delegates if they are able to attend and willing to be delegates.

### Liaison System

Section presidents should send their liaison emails to all chapter officers and the adviser once a month, instead of just the chapter president. There is not yet a plan for how their contact information will be obtained if sections are unable to hold OAT Day. Section officers will have to be diligent about gathering contact information. Mr. Lara noted that the Inland Section assigns an officer chapters with different levels of activity and gathers contact information during registration for OAT Day. The communication POW team discussed the possibility of sending the emails as a Google Form so officers can acknowledge that they have read and received this. Planning for this should involve Ms. Christensen.

### The Californian

Sahiti aims to improve the Californian through a member spotlight and increased publicity. Dr. Looker highlighted that there was a member and alumni spotlight introduced last year. Trevor proposed a change of format to make it more interactive, and Kelsea will address this idea at the Management Team meeting. Mr. Logie proposed the idea of introducing a video component to the Californian to make it more engaging. Megan highlighted that the format should be mobile-friendly. Jessica wants to add a how-to component to the issues. Once the format has been determined, there will be more discussion about what will be included.

### **Adjournment**

President Kelsea Whiting adjourned the meeting at 5:53 p.m.

Renee Wrynski

State Secretary