

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

### **State Executive Board Conference Call**

Minutes of August 17, 2020

#### **Call to Order**

The California Future Business Leaders of America State Executive Board Meeting was called to order on Monday, August 17, 2020 at 4:32 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, State President

Sanya Jain, State Vice President, Bay Section

Jessica Abarca, State Vice President, Central Section

Trevor Gadsby, State Vice President, Gold Coast Section

Megan Le, State Vice President, Inland Section

Tyler Sprague, State Vice President, Northern Section

Ishaan Sakhrani, State Vice President, Southern Section

Renee Wrysinski, State Secretary

Sahiti Kadiyala, State Public Relations Officer

The advisers Dr. Looker, Mr. Logie, Mr. Lara, Ms. Burg, and Mr. Avila and Program & Events Manager Ms. Dias were also present.

A quorum was established.

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

The minutes for the June meeting have been distributed. No corrections need to be made to the minutes.

State Secretary Renee Wrysinski will email them to Ms. Sue Christensen to be posted on the CA FBLA website.

#### **Officer Reports**

### Bay Section

The Bay Section is currently organizing a virtual OAT Day with asynchronous videos, writing their Bay Breeze articles, organizing the liaison system, and collecting contact info for chapters.

### Central Section

The Central Section has posted officer introductions and their 2020-2021 Program of Work on Instagram, is in the process of creating a newsletter, and has an upcoming Section Officers' meeting to plan OAT Day.

### Gold Coast Section

The Gold Coast Section has developed their liaison system and is currently planning their virtual OAT Day, working on Gold Post articles, working on contacting members, and planning ways to increase social media engagement.

### Inland Section

The Inland Section has released the Inland Insider and had an OAT Day planning meeting in August. They are working on creating prerecorded workshops for OAT Day, creating business spotlights, and planning incentives for members to read the Inland Insider.

### Northern Section

The Northern Section is currently planning their synchronous OAT Day, exploring ways to make their OAT Day more engaging, implementing a new mass communication system, and gathering the contact info of local chapters and officers.

### Southern Section

The Southern Section has been reaching out to all previous chapters, planning OAT Day, creating a framework for their section council, and creating officer introductions.

### Public Relations

Sahiti has been posting graphics on the Instagram page such as information about the Crimson Education and Bella Weems Lambert webinars, posting interactive Instagram stories, and researching using Microsoft Sway for The Californian.

### Secretary

Renee worked with Ms. Christensen to post the May Executive Board Meeting minutes on the CA FBLA website and wrote an article for the California Business Education Association newsletter. She should look into additional publications for adult audiences and create press releases. She should also research national office publications.

### President

Kelsea planned the Bella Weems Lambert webinar and is also reaching out to additional webinar speakers. She is currently in contact with Derrick Levasseur for the September webinar. When looking for guests, she is seeking variety to expose members to diverse career paths. One of her goals for the year is to increase government involvement, which can be accomplished by compiling government contacts (will be incorporated into chapter resources committee goal),

researching virtual internships and providing information to members, and shifting the Government Awareness Project to include virtual tours.

## **Special Committee Reports**

### Communications

The deadline for creation of HTML emails and social media roadmaps (guide about social media platforms and what they are used for) has been pushed out to September. Liaison emails will likely be created through Sway. The first email has been delayed because of lack of enough relevant information. Information from this meeting will be distributed in the September email.

Jessica is creating an FBLA terminology sheet with definitions of basic terms, concepts, and acronyms.

### Member Opportunities

Webinars may be shifted to every other month, depending on speaker availability. Possible webinar speakers are Derrick Levasseur (TV personality and detective) and Ashley Daly (Westlake graduate working in music management). Derrick Levasseur's webinar will likely be in September, so other guests should not be arranged for that month. Trevor should reach out to Ashley. Megan is looking into small businesses who could present. The committee should also reach out to FBLA alumni. Some possible FBLA alumni speakers are Maddy Keavy (TV Broadcaster, former CA FBLA State Officer and Redwood Chapter President) and Shawn Xu (member of Forbes 303 Under 30 list, Homestead FBLA alumni). There could also be a roundtable with 3-4 FBLA alumni.

Planned webinars should be sent out to advisers and compiled into a landing page. A schedule of all webinars should be created as soon as possible. Ideally, they should be offered on weekends but can be shifted to weekdays after school (4pm or later) depending on speaker availability. They should be about an hour, which can be filled with a short presentation and Q&A session. By the end of September, there should be a general idea of possible guests and when they are available. There may be a town hall with all speakers at the conclusion of the series. Tyler proposed introducing giveaways for attending webinars.

Trevor proposed creating an uplifting video to be released around December.

### Chapter Resources

The chapter resources committee has completed a competitive events discovery quiz, and this will be publicized through social media, *The Californian*, and possibly liaison emails once events for the 2020-2021 school year have been finalized. They are also working to streamline access to competitive event resources by compiling them into an easy-to-access format such as Sway.

A form to gather responses for the best practices column has been created and will be distributed on social media and in the liaison emails. Responses will be featured in a quote-format column.

A contact list with community service and government contacts by section will be created by asking each section president to contribute 4-5 contacts for their section. There will also be an email template created to help chapters reach out to these contacts.

Pre-existing chapter management resources will be compiled into an easy-to-access format, such as Sway, Google Drive, or embedded PDFs on the CA FBLA website. This guide will also contain explanations of how to use each resource.

Dr. Looker mentioned the possibility of creating short videos to explain different event types/categories for new members and how to prepare for them. A section with officers and what event they have competed can be added as well as a page with former winners/their projects. A network of alumni support should also be created.

## **Unfinished Business**

### Review of NLE Workshops

The officers reviewed their takeaways from each workshop. The Major League Communication workshop gave advice that can be easily put into practice. The Four C's of Trusted Leadership broke down topics in an easy to understand way. The FBLA Traditions of Opportunity workshop gave a good history of FBLA and how its beginnings affect how it will move into the future. Finally, the Boomers to Zoomers workshop reiterated that everyone is fundamentally the same and generations need to work together.

### OAT Day Engagement Ideas

Some ideas proposed ideas to make each section's OAT Day more engaging were presenting a workshop on going virtual, presenting a workshop on time management and self care, providing virtual handouts with key information, inviting a March of Dimes speaker or providing information about March of Dimes fundraising, using both synchronous presentations and interactive segments such as Q&A or polling, adding icebreakers for networking, and utilizing breakout rooms.

## **New Business**

### State Project Modifications

Due to distance learning, the Leaders in Action project will be based on the CA FBLA webinars. To complete the project, members will have to attend four webinars and turn in a summary of each.

The existing ways to complete projects will not be eliminated, but additional methods of completing them in a safe manner will be added.

Each committee will review a project for feasibility in current conditions and make changes to it. The communications committee will review Leaders in Action, the member opportunities committee will review Financial Literacy, the chapter resources committee will review Professional Profile, and Dr. Looker will review Green Initiative. Changes or concerns should be

emailed to Kelsea and Dr. Looker by September 1. Any activity that requires members to go into public needs to have an alternative.

### LDI

With the shift to a virtual LDI, there will be fewer opportunities to keep members engaged. Some ideas proposed were making it as similar to an in-person workshop by utilizing Zoom features, creating a virtual scavenger hunt, hosting a virtual (prerecorded) talent show and/or virtual karaoke, and playing Kahoot. Once the management team determines what LDI will look like, state officers will be informed of their roles.

### **Announcements**

The BAAs have been modified to be safer during the pandemic.

The state pin is a California bear with a mask on, and it will be sent out to section directors soon.

The next meeting is scheduled for September 14<sup>th</sup> at 4:30.

### **Adjournment**

President Kelsea Whiting adjourned the meeting at 5:59 p.m.

A handwritten signature in black ink that reads "Renee Wrynski". The signature is written in a cursive, flowing style.

Renee Wrynski  
State Secretary