

California Future Business Leaders of America
State Executive Student Board Conference Call

Minutes of December 14, 2020

Call to Order

The California Future Business Leaders of America State Executive Student Board Meeting was called to order on Monday, December 14, 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
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

State Officers Coordinator Dr. Looker, Business Manager Ms. Christensen, and Program & Events Manager Ms. Dias were also present.

A quorum was established.

Reading and Report of Minutes

The minutes for the October meeting have been distributed. No corrections need to be made to the minutes and they were approved as read.

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

Officer Reports

Each officer gave an update on the progress they had made with their campaign goals so far. The details of their reports are in the table below.

Officer	Goals	Progress
Jessica	Create liaison system	Liaison system has been created and is currently led by Jessica but more responsibility will be given to other officers in the future
	Boost members' competitive attitude	Will start when leading up to section conference
	Create structure for future officers	Has started utilizing legacy sheets for all officers on team
Trevor	Create webinar series	Achieved through CA FBLA webinar series
	Create incentive program for members	Shifted to better engaging members on social media which has been successful
	Improve liaison system	Achieved; has increased accountability by having officers report on communications with chapters
Megan	Section unity	Improved OAT day engagement, wants help with ideas for engagement at section conference
	Member involvement	Created council groups and section newsletter
	Community outreach	Is working on creating a series of business professional spotlights
Tyler	Increase personal communication	Has been working on social media outreach such as road trip series
	Increase networking with business professionals and alumni	Hoping to achieve with keynote speaker and/or guests at sections
	Improve section pride	Partially merged with 1 st goal, has been reaching out to schools for recruitment
Ishaan	Member engagement	Has made progress with virtual events, an alumni panel, social media content such as spotlights and study tips, and resource guides and wants help with ideas for social events for section conferences
	Create section senate	A senate has been formed, completing this goal
	Optimize team management	Has improved board communication, reduced miscommunication, and improved communication with smaller chapters
Sahiti	Improve development of communication on social media	Has made Instagram communication more effective through video content and engagement tools such as polls
	Implement new resources such as chat on website and alumni column in Californian	Alumni column has been created, pivoted away from chat on website since the Instagram serves the same purpose
	Emphasize member voices by taking article submissions for Californian from members	Articles have been collected and saved for the Winter Californian

Renee	Best practices column	First installment in Fall Californian, planning another article in Winter issue
	Competitive event lesson plans	Shifted to discovery tool, completed with competitive event quiz
	State conference scholarship	Prepared materials, board of directors' role is unclear; Dr. Looker suggested starting with future implementation in the Northern Section to avoid complications with board and as attest run for feasibility on a larger scale
Kelsea	Improve communication within the state team	Has improved a lot since last year
	Increase government involvement by compiling list of officials	List completed, may be put into community outreach guide, may work for getting speakers for sections
	Branding and cohesive advertising	Has implemented consistent branding for webinars

Committee Reports

Communications

The Communications committee is going to be working with the section presidents to create section update videos that will be posted on Instagram. These will be brief updates about section conferences, projects, or initiatives and will be due by Monday, January 18. Kelsea will send out more information in the coming days. They will also be creating posts about the state projects and plan to have officers make videos about their past competitive events to be posted on YouTube.

Member Opportunities

The industry spotlights are now ready to be posted after the addition of PR content. The December 6 webinar with Lisa Feigenbaum went well. They are also working on reformatting the webinars to increase attendance and interest. They aim to transition to a format where a business professional will pose a problem that is relevant to their career or industry and members will solve it in small groups. This format is loosely based on a business communication presentation that Trevor attended by Delta through Junior Achievement.

Chapter Resources

The committee aims to have their competitive event and chapter management guides completed by the end of December. They planned to then work on completing the community outreach guide, but Dr. Looker said that this should be postponed to focus on the implementation of their competitive events alumni database. With this database, they plan to create a strong framework that will be easily expandable going forward instead of retroactively finding successful competitors. Their final goal will be to reorganize the resources on the website, which they plan to complete in early 2021.

Unfinished Business

LDI Recap

Feedback from members was mostly positive, but some critiques were that there should have been more opportunities for networking, that there should have been more time to ask questions, that networking in the chat was cut off, and that some members had trouble logging into the opening session on the event website. Some constructive criticism from the officers was that there were miscommunications about the tech team's role and restrictions they should put in place, that PowerPoints and other materials should have been given to officers before the workshops as backups in case of technical difficulties, that the GooseChase could have been set up and publicized better, that advisers should have been given the contact information of the tech support team so that the state officers wouldn't have to multitask moderating and tech support, and that more presenters could have used live polling or other engagement methods because those were very effective. Dr. Looker commented that the tech check in for presenters before the event should have been mandatory. Ms. Dias thanked the officer team for their outstanding efforts for event preparation.

New Business

Preparation for Section Conferences

Sections have started preparing to host their virtual section conferences. The Bay Section will have a prerecorded opening session, two (possibly officer-led) workshops, a live campaign caucus, and hopes to have competitions throughout the week with awards posted the day after the conference. The Central Section does not yet have solid plans but will likely have a prerecorded opening session; most of their planning will take place in January. The Gold Coast Section will have testing the week before their conference, speaking events February 6, possibly live sessions, announcement of the section officer team the day of the event, and a live awards ceremony the week after the event. The Inland Section will have a prerecorded opening session, has not yet decided the format of their closing session, and will possibly have Amanda Nguyen as a keynote speaker. The Northern Section will have a prerecorded opening session, a live closing session, competitions mainly during the event with some speaking events the day before, and an election with a live campaign caucus. The Southern section will likely have competition the day of the event, awards announced up to a week after, and has not yet decided session formats, which they will discuss at their upcoming meeting. Dr. Looker emphasized that officers need to stay on top of deadlines and plan ahead so conferences will be polished, dynamic, and engaging. The State Leadership Conference will also be held in a virtual format.

Winter Edition of the Californian

The following content will be included in the next issue of the Californian:

- LDI recap
 - Renee
- Webinar recaps
 - Kelsea
- Member spotlights
 - Sahiti

- Videos from section updates (will be posted on social media and in the Californian)
 - Section presidents
- Section conference previews (upbeat short passage to get members excited)
 - Section presidents
- Best practices
 - Renee
- Interactive game
 - Sahiti

The target publication date will be Friday, January 22. Articles will be due Monday, January 18 to Kelsea, Sahiti, and Dr. Looker.

Feedback on Lisa F Webinar

About 25 members attended the webinar. Lisa was great and gave a good perspective on being a woman in sports, which members seemed to enjoy.

Trevor will lead an effort to reformat the webinars for the second half of the school year.

Review CA FBLA Student Bylaws

The following revisions were made to the CA FBLA Student Bylaws:

- State Officer Adviser title changed to Student Officer Coordinator
- State Executive Board title changed to State Executive Student Board
- Chapters will pay affiliation fee to make all students in business programs eligible for FBLA membership instead of having members pay individual dues
- State officers will need to have completed their school's business pathway or be enrolled in a class in the pathway during their term of office
 - Will only apply to the state officers, not section officers
 - Should be addressed in interview for section president candidates

Announcements

There will not be a meeting in January so officers can focus fully on their respective sections. The next meeting will be held on Friday, February 15. Dr. Looker and Kelsea are available to help with section conference planning if officers need help or have questions.

Adjournment

There being no further business, President Kelsea Whiting adjourned the meeting at 6:01 p.m.



Renee Wrynski
State Secretary