



# Board of Directors

## Meeting Minutes

July 21, 2020 7:00PM

Lou Voss, Iowa FBLA State Adviser, called the board of directors meeting to order at 7:03PM.

In attendance at the meeting were:

Dennis Harden, Iowa Department of Education

Lou Voss, Iowa FBLA State Adviser

Susan Seufferer, Iowa FBLA Financial Coordinator

Jeff Sears, Astellas Pharma

Erin Snitkey, Nationwide Insurance

Jennifer Anderson, University of Northern Iowa

Joe Hanson, Des Moines Area Community College

Jane Koch, North Cedar High School

Shannon Smith, Creston High School

Tracy Weber, Bellevue High School

Board composition/details:

Mrs. Voss discussed that the board members have 3 year terms. Members can serve for 2 consecutive terms. If outgoing members would like, they can potentially go off one year and get back on the board again after one year. The board will have to look at the rotation because all board members leaving at the same time is not ideal. The board is made up of two high school advisers, two post secondary advisers, two business/industry advisers, one at-large member, the State of Iowa CTSO advisor, and the Iowa FBLA-PBL Adviser. The board needs to meet a minimum of four times per year.

Mrs. Voss explained that the Iowa FBLA and PBL state committees will now be referred to as state staff. The state staff is in charge of the day-to-day items of the organization.

#### Election of Board Chair and Secretary:

Mrs. Voss took nominations for the Iowa FBLA-PBL Board of Directors Chairperson and Secretary. Shannon Smith, nominated Erin Snitkey for Board Chairperson and nominated herself for secretary. Both nominations were accepted and approved for the 2020-2021 year.

#### Confidentiality/Conflict of Interest Agreements:

Mrs. Voss reminded board members that they needed to sign and send in confidentiality and conflict of interest agreements. These are standard for most boards and the conflict of interest is to make sure they have no vendor conflicts. Most have turned this in. If members have not turned this in, please send in to Mrs. Voss as soon as possible.

#### Bylaw Revisions/Staff Positions:

FBLA bylaws were changed and approved at the June state meeting by members. Most of the changes were to reflect changes of adding a board of directors as the governing authority and state committee members now being referred to as state staff. Some additional wording was updated about state officer positions. Mrs. Voss asked if there were any questions about the state staff position duties that were sent out. There were none.

#### 2020-2021 Budget Review:

Mrs. Voss and Ms. Seuferer presented the budget for FBLA & PBL for the 2020-2021 year. The budget was created based on past information and some possible impact of COVID-19 changes of events that have already been decided. Ms. Snitkey asked questions about the donation categories. This is how sponsorship money was categorized. Ms. Snitkey asked if sponsorships/donations could be used to cover other expenses besides SLC awards. It was suggested that the board and staff look into businesses possibly sponsoring state officer expenses for the year or for a conference. There was agreement that this would be something to look into. Ms. Snitkey also asked about SFLC expenses and if there would be additional expenses with the format change. Ms. Smith clarified that this was still being planned. There will still be a keynote speaker, but his cost will change with offering the conference in a new format. We will know more on costs in the coming weeks. Ms. Smith asked Ms. Seuferer about if there were any outstanding checks from chapters for conferences. She said there was approximately \$400 that still needed to be collected from chapters. Ms. Seuferer stated that the FBLA bank balance was \$39,713.72 and the PBL bank balance was \$15,000. There was a motion to

approve the budget from Ms. Smith which was seconded by Mrs. Anderson. The motion to approve the budget was passed.

Conference Updates Iowa FBLA-PBL:

With the Perkins V updates, all CTE classes need a corresponding Career and Technical Student Organization. In order to help take advantage of this and recruit more chapters, the FBLA staff is working on providing resources for advisers. Mrs. Voss, Ms. Seufferer, and Dana Lampe, Conference Coordinator, met with Carla Bolton, a former state FBLA adviser and now independent contractor, to help develop curriculum for advisers to support them and provide professional development which is required by Perkins V. This was budgeted for (\$4,000 Association Expense) and items were presented about what FBLA is asking for help with, which included Professional Development, Lesson Plans, and Promotional Materials. There is room for adjustment to her proposal that was submitted. The board thought some areas might need to be tweaked based off of other items the Department of Education is offering through an Advisor Academy. Dennis Harden said that this was going to have more general information for operating a CTSO. There will be some experts from specific CTSO's and this academy will be available for teacher credit. As of yesterday, there were 85 teachers registered for this according to Mr. Harden. Jennifer Anderson asked about the CTSO Map. Mr. Harden said it was updated as of June and is available on the Iowa Department of Education website under the CTSO tab. All teachers need to have a CTSO for their area within 4 years.

2019-2020 FBLA membership was at 1,246 paid members and for PBL it was 72 paid members.

State Fall Leadership Conference has changed for FBLA. They will be doing a virtual experience for members. PBL is still planning on having an in-person SFLC, but they are still accessing the situation and may move virtual.

FBLA held its first Regional Leadership Conference in January 2020 to help take the burden off judges for some of the big events at the State Leadership Conference. They were offered at the schools of the three regional officers (Edgewood- Colesburg HS, Chariton HS, and Linn-Mar MS). Some competitive events were taking judges all day to view presentations and score because of popularity. Seven events were offered and designated as qualifying for SLC at the RLC's.

The 2020 SLC was moved to a virtual conference. Mrs. Voss stated how the staff worked together well to respond to this change and offer a quality experience for members who wanted to compete.

The National Conference was also moved online, and renamed National Leadership Experience. Iowa had students compete and had 5 FBLA and 4 PBL members placed in the top 10 in events.

State Officers did virtual officer training with the Iowa Department of Education in June.

FBLA Calendar:

Mrs. Voss asked board members to look over the FBLA 2020-2021 Calendar for approval. Ms. Smith asked if there was a date chosen for RLC registration. Mrs. Voss said this would be added. The board discussed that we may need to look at a virtual plan for RLC if there is a need, but reiterated that having in-person conferences when possible are best so that students still get live networking experiences. Mrs. Voss said that the state staff would need to meet to discuss this further. Jeff Sears asked about National Prep day and if there would just be one location or two offered in 2021. Mr. Sears also said in the past virtual prep days were offered if students could not attend the physical location/date. Mrs. Voss said this would be discussed further with state staff to get additional thoughts. Mr. Sears motioned to approve the calendar with the mentioned changes, Joe Hanson seconded the motion. The motion was passed by the board.

Iowa FBLA-PBL Handbook:

Mrs. Voss discussed an Iowa FBLA-PBL Handbook that she started putting together based off of a Missouri template to help new and current advisers understand different details about the organization. Some of the items provided in the handbook would be contact information, important dates, information about National and Iowa FBLA Programs, etc. The state staff is looking at updating the Chapter of the Year and Iowa Merit requirements in the coming year and would like board feedback. Mr. Sears asked about the possibility of putting links in the handbook that would take advisers to online resources at the National FBLA-PBL sites. It was agreed that this would be helpful for advisers. He also thought having professional division information in this handbook would be important. Mrs. Voss will be getting information from

PBL to add to the handbook. Ms. Snitkey said she believed a link to the FBLA-PBL impact report should also be included in the handbook (although this should also still be sent out separately to chapters). Mrs. Voss asked the board to send her additional ideas they have about what to include in the handbook after they are able to review further.

#### Review of State Procedures:

Mrs. Voss discussed different procedures she would like the board to help develop over the coming year. These procedures included financial disbursements and the approval process and developing a strategic plan for Iowa FBLA-PBL. Some areas of need would be recruitment of chapters, organizational vision, crisis management & communication, and developing an Iowa FBLA-PBL press kit. Mr. Sears stated he had a lot of experience with developing strategic plans as a member of other groups. The board agreed that he would lead this process. Ms. Snitkey stated that she would work on creating a board folder of information in Google. Mr. Sears would post information in the folder for the board to review. Immediate concerns were to develop a crisis management plan and a press kit for Iowa FBLA-PBL.

#### Future Goals:

Mrs. Voss brought up some other items the board should consider this year along with the strategic plan:

- Partner with state staff to secure more sponsorships
- How to retain FBLA members into PBL
- Explore options to find replacement for Mrs. Voss as state adviser

#### Upcoming Dates of Meetings:

The board agreed on the following dates for additional meetings this year-

- Monday, October 5, 2020 at 7PM (virtual)
- Tuesday, January 19, 2021 at 7pm (virtual)
- Saturday, March 27, 2021. Time TBD (in person)

Mr. Sears motioned to adjourned the meeting, and Mrs. Voss seconded. The motion was passed and the meeting was adjourned at 8:56pm.