



Board of Directors Meeting

Friday, February 10, 2017

8:30am - 3:30pm

DeForest High School

I. Call Meeting to Order

Megan

Meeting was called to order at 8:45 AM by Megan

In attendance: Megan Fisher, Phil Huff, John Webster, Ginger Verhulst, Penny Thompson, Carl Hert, Bob Hutchinson, Tim Fandek (non-voting member), Terri Mackey(non-voting member), Nicole Hinkel (DECA Center Board rep)

II. Approval of [January 2017 Minutes](#)

Megan

Ginger moves to approve the minutes, Bob seconded, motion passes unanimously

III. [State Officer's Year in Review Reports](#) **Team 51 Presentation/Officer Reports**

President - Charlie Fischer

- Make it Happen Video Series - 3 videos created, 621 views
 - Interviews with successful business professionals

Membership Development - Levi

- Chapter membership campaign completion went from 21 last year to 40 this year

Community Service - Gabby

- MDA donations - last year \$30,670.51 and this year it is \$33,450
- Trick or Can numbers - last year 30 chapters and this year 50 chapters
- Polar Plunge - last year 10 chapters and this year is 19 chapters

Event Management - Alexia

- See link for updates

Brand Management - Addie

- Branded merchandise at ELC - \$6285 donation to Make a Wish
- Snapchat geofilters - high impressions

Leadership Development - Nate

- See link for updates

Reports

IV. Financial Report

A. [Approve FY 2016 Audit Report](#)

Tim

Discussion

This document is listed as a draft, but it is the final version for 2016. The auditors always expect that Wisconsin DECA has a 10% cushion when it comes to assets. Looking ahead to 2017 we will be paying more for registration costs for ICDC so we may not have that amount of net income in the next year - FYI.

B. [Review Aged Receivables](#)

Discussion

We are in a good spot. We still have \$16,432 still due to be collected from Wisconsin chapters and District Conferences. We are comfortable blocking chapters from registering for State until we are all caught up. These are only for events in the 2016-2017 school year, there is nothing that extends beyond that.

V. DECA Center Report

Terri

A. Executive Director's Report

a. [Preview 2016/2017 Events](#)

Discussion

- Current attendance is 1454 for State. Bucks drumline coming to opening session for \$500.
- For ICDC we are assigned to first opening session at 7PM
- Closing session - attendance not required
- If it is like mini-awards, how do I know when Wisconsin kids are in finals awards, we could send out a Remind101 to let people know.
- State delegation meeting will not have one this year due to timing, state pictures
- We are not tax exempt in CA
- We are planning to go back to Green Bay next year for SEM
- ELC 2018 at Kalahari is not available on Sunday, Monday, we would need to move it to Monday, Tuesday. Checking on Wilderness for available. We may send a survey to get advisor feedback, but 2017 ELC is all set for this coming year.
- State will be back at Grand Geneva through 2020. For state in 2018 and 2019 it will be Monday - Wednesday, not Tuesday - Thursday. We got some financial concessions for the change.

b. Sponsorship Update

i. [Sponsorship Plan](#)

Discussion

Green means they will be back with us this year, yellow is haven't heard back, and red is a no. The big change is that Culver's will not be giving the \$3500 for Quick Serve scholarships this year at state, we just found out about that. We have over \$23,000 this year. Quite a few new ones this year, Bucks, Kohls, etc. Last year we distributed about \$18,000, so the DECA Center will decide at tonight's meeting about how much to give out this year.

ii. [Golf Outing](#)

Discussion

We will split 70% with high school and 30% collegiate for any money raised as a joint high school and collegiate Wisconsin DECA. The date is Thursday, June 22nd at Lake Lawn Resorts in Delavan, WI. There will be a request for chapters to donate baskets for fundraising at State Conference.

VI. Old Business

Megan/Tim/Terri

A. **Update** - [District 5 & 6 SCDC Qualification Update](#) (Phil)

Discussion

The impact on the split of the conference is shown in the spreadsheet. Bottom line is that it did help the smaller schools.

B. DECA Board Representation from all Districts (March Elections)

Discussion

How do we handle the representation on the board with the 6 Districts? This year Carl and John will be off the board after this year. The concern is that the DECA Board doesn't have equal representation from all Districts. Make it more clear they can listen to conversation, they just can't vote. They could even attend the meetings, but not able to be reimbursed.

C. **Update** - [SCDC Mobile Application](#)

Discussion

We have disabled any posts for student to connect with each other through the app. Select the track and you can use it to customize their schedule. We plan on sharing this link with parents, administrators, etc.

Exhibitors will get a QR code on the app to get students to visit booths for the travel scholarship. The total cost of this is less than \$2 per student attending the conference.

D. [Emergency Action Plan DRAFT Review](#)

- a. Discuss/Approve Crisis Plan hotline "Bat Phone" No bat phone after all!

Discussion

Take a look at the folder. We will not be giving out the DECA lanyard to students will all of the emergency numbers. We could do a shortened version without advisor cell numbers on it.

How much of the first aid supplies should we have on hand according to our crisis management plan?

None of the other CTSO's in Wisconsin have something like this in place, but they are all looking at it. We could supply a link to administrators to share if needed.

We will look at Google Voice as our idea for a Bat Phone number to keep as our crisis hotline number.

John Webster moves to approve this Crisis Management Plan to put in place for all future Wisconsin DECA events. Carl seconded the motion. Motion passes 8-0.

E. District 7 (Milwaukee) Discussion (Tim)

- a. Total number of schools/attendees
- b. Total number of qualifiers
- c. Membership registration (date & accuracy)

Discussion

They had about five or six schools with 150-170 students that attended a "conference" event. Milwaukee Hamilton is the only one with a DECA chapter who attended and if they got 1st or 2nd place they counted as a qualifiers. They paid for membership after the event. They got 11 out of 12 qualifiers for State. They ran 6 events at the conference.

We would like to give them a date that they have to have paid DECA members by a date and if they don't they have to come to District 6 instead of District 7 to get qualifiers. This date will be November 15th.

F. **Possible New WI DECA Events:** Middle School, Alumni/Professional Event, Spring Leadership Event--**Events have been postponed/tabled**

- a. [Survey Results](#)

Discussion

The focus has been the golf outing so this is too much to look at now. We could relook at this in July.

G. **Update** - [Middle School Competition Kit](#)

Discussion

Take a look at the folder. We are actually using the WI Standards for middle school competitive events that have been modified for them. Series A is for one year, Series B is the next year, and Series C is the final year of middle school.

Advisors can use these resources to either pass it along to a middle school partner or create a project for your high school chapter to put something together. This will be rolled out and shared right after ICDC in May if chapters want to use this information for planning for next year.

H. District Event Writing Process

Discussion

Tim is going to have Sheila Hibner manage this process. We need to make sure that performance indicators are different than the last few years. It might be an idea to have the instructional area might rotate in each event.

VII. New Business

Megan/Tim/Terri

A. [Request for Agenda Items](#)

a. [Establish Cheating Policy](#)

Discussion

We need to have a policy for both written project cheating and also series event cheating. Does National DECA have some type of policy that is similar to address cheating that we could model? I don't think so.

Maybe an announcement at the beginning of testing with something like an integrity statement similar to what happens at ACT would help.

Possible ways to minimize written test cheating with different cluster tests in the same room with different color packets.

Policy Statements

If students are caught cheating they still must continue to finish the event to completion (role-plays or presentations). Advisors would be notified of a DQ on Wednesday night.

If any type of cheating occurs with students at any conference (test or role-play) those students are not eligible to advance to any following competitive conferences during the current academic year.

To verify the cheating has occurred it is recommended that two people witnessed or observed the cheating AND/OR comparing documentation if possible.

If you are an advisor and you suspect someone of cheating it HAS to be reported to conference coordinator and tabulation director as soon as possible.

If a competitor is caught cheating in one event, they would also be DQ'd in any other event that would qualify them for ICDC attendance. Advisors will be notified upon the completion of all events.

Is there an appeal process for advisors, students, or parents? (Appeal process would go to the Board for discussion)

i. Written projects

1. Missing deadline

- a. West Allis - new advisor, gave the students the wrong date

Motion - John Webster moves that projects that are submitted after the postmark deadline will be DQ'd from that event, they are not allowed to present the project, but the chapter will keep the project quota spots. Ginger seconded this motion.

Discussion - Chapter should also lose the quota spots, could cause a padding of the numbers. John, Carl, Ginger, Penny voted yes. Phil, Megan, Bob voted no. Vote passes 4-3.

- b. Medford - students submitted the project a day late
- c. Beaver Dam - project presentation

b. District Rubrics

Discussion

We used to write our district judging rubrics with more specific guidelines to help our judges understand the performance indicators to evaluate our students. What can we do to make this better for our students?

District writers should write a performance indicator cheat sheet to include for judges to add information. This is a Board recommendation.

c. Recognizing District/State Judges at Sessions

We should do a round of applause for any remaining judges.

d. Quota Impact with State Officer Candidates

The spot goes to the chapter, the quota is not impacted.

e. District Fee Enforcement

The District Coordinator should block the chapter from registration the following year until the fee has been paid.

f. Membership Campaign

It is a goal for chapters to achieve, it won't be changed.

B. DECA Board Elections (John and Carl Term Ending in March)

Discussion

DeForest is willing to host the February board meeting if John is not on the board. There will be no change in how members are elected.

Megan Fisher has been nominated to continue as Board President for next year. Passed unanimously. Phil Huff has been nominated to continue as Board Secretary for next year. Passed unanimously.

C. SCDC General Sessions/Recognition

a. Session Seating Update--Assigned/Leadership Council?/Other?

Discussion

How do we handle seating arrangements at State? Lots of work to do assigned seating. 1550 chairs in the Forum total and we will have about 1460 people attending the sessions. Assigned seats in front for VIP's will be done. No early bird seating. There will be 7 VIP chapters in front. Leadership Council members can help people get into seats.

In addition, the Grand Geneva would like to invite all Hospitality event students to a Tuesday night dinner and social hour to mingle with some of the executives from Marcus.

b. DECA Inc. Campaigns

Other advisor feedback has been to keep opening session shorter. Looking for ideas on how to do that. We don't want to offend people who have worked hard on the campaigns.

c. Virtual Business/Stock Market Recognition

In the past we have recognized top performers and ICDC qualifiers, should we do both or just ICDC on stage?

d. Community Service Recognition

i. Wisconsin DECA Initiatives Update (One Certificate)

ii. MDA & Polar Plunge & Make A Wish - Top Chapters vs All?

One slide per chapter per event, one certificate combined in a wooden plaque for all community service.

D. SCDC Printing Agenda vs. Mobile Application

Discussion

Our printed agenda costs us \$760 from Econoprint. Is there a way to take the four sided bigger sheet to make it smaller? Could we get it to a front and back sheet and send it out to advisors and have everyone coming to the conference print their own Official Agenda? How many would we print for this year?

E. SCDC Online Project Submission Review

Discussion

It is due online by March 1st. The process is kind of cumbersome to submit by event and by student using the current online submission system (Formstack). DLG has a more expensive version of their system to get something setup for about \$1000 that could collect it for us if we wanted to go that route. Maybe we can just modify the Formstack.

F. Partial SCDC Attendance

Discussion

We have a new chapter called Homestead who have trimesters and it will be finals week during State this year. We have always said all chapters have to stay for the duration of the conference. Homestead this year will be leaving Wednesday night this year due to arrangements made with their administration. Do we need to look at the policy? We agree that a two night overnight stay will be required for State.

G. COW Registrations Materials--Bundling Shirt/Hat?

No glow item for ICDC this year, instead we are doing a hat. At COW we can bundle the hat and shirt for \$110 instead of regular price of \$100. We would recommend going with bucket hat only bundle

H. Establish March SCDC Board Meeting Agenda

VIII. Adjourn Meeting

Next Meeting - March 8, 2017 at SCDC