



Wisconsin DECA Board of Directors Meeting

Friday February 12, 2016

DeForest High School

8:30am - 3:30pm



I. Call Meeting to Order

John

Meeting called to order at 8:32 a.m. by President John Webster

In attendance - John Webster, Phil Huff, Scott Shriver, Micki Volk, Jason Holter, Penny Thompson, Tim Fandek, Carl Hert, Megan Fisher, Holly Norris, and Terri Mackey

II. Approval of Minutes: **October 2015**

John

- ❖ Motion to approve minutes - Scott Shriver
- ❖ Second - Carl Hert
- ❖ Motion carried unanimously

III. **State Officer's Year in Review Reports**

Team 50

In attendance - Lauren Beyer, Nathan Smith, Meghan Sharkus, Brendan Buhler, Jackie Page

Team 50 presented initiatives

- President - 17 objectives were completed; 85% of goals achieved
- Chapter Development - Member of the Month, best practices of alumni and professional members, SCDC school outreach, opportunity to explore experiences in WI DECA, and provide professional resources
- Community Service - goal to increase by 10% - Trick or Cans, MDA, Miracle Minutes, and shared ideas
- Event Management - increase conference attendance, increase conference/membership engagement, obtain feedback from conference attendees (advisors and students alike)
- Brand Management - grown member engagement via social media, create a link between chapter and state office, conference branding and promotion

Discussion

- Option to the website or Chapter Guide - provide a listing of ribbons that can be obtained with links to information provided by Meghan
- Finalists shirts will be available for State finalists at SCDC 2016

Introduction to Holly Norris

- Trainer of Team 50 - helps with screening, designed training matrix, worked on deliverables for the officer team
- 25 candidates for state officer screening (Team 51). Professional business partners will be included into state officer screening this year.

Reports

I. Financial Report

A. Review of 2014-2015 Audit Reports

Tim

1. [FY DECA Audit Report](#)

Discussion

- Auditors prefer a 10% cushion for Wisconsin DECA
- Paid off Accounts Payable

B. [Review 2014-2015 Budget Summary](#)

Tim

Discussion

- The printing fees will be reimbursing the DECA Center (ideally paid within the same fiscal year in the future)
- State numbers were up - which would affect lodging and registration
- The work in budgeting is always to be fiscally responsible for our association
- Additional revenue was generated from CRLC
- COW historically has been an event that has lost money - but it is considered an investment into our members and Wisconsin DECA

C. [Approval of FY 2015-2016 Budget](#)

Tim

Discussion

- Invested revenue from Washington DECA into scanners for District DECA competitions
- Appreciation gifts costs will be increasing for this year; as is typical in a non-Disney location
- Scholarships will increase to \$6000; we will have an additional \$4000 in this year's budget from last year's donations. In reality, each year we budget for \$2000 for scholarships
- Judge appreciation gifts - ceramic mugs and candy bar
- DECA leadership group gifts - Leadership mug, DECA USB, and candy bar
- Conference coordinator gifts - water bottles
- Leadership Council members all received t-shirts, which increased the clothing expenses
- Insurance - officially paid for insurance for all of our events for the year; until July 1, 2016

Additional Discussion Items

- Options to sell Wisconsin-written to other states beyond Washington
 - Potential to start within CRLC; Tim will be checking into the option
- ❖ Motion to approve budgets as presented - Phil Huff
- ❖ Second - Scott Shriver
- ❖ Motion carried unanimously

II. DECA Center Report

A. Membership

Terri

1. Current Membership: 10,781 2014-15: 11,177

Discussion

- Happy to see membership grow

B. [Events](#)

Discussion

- Growth in ELC, with positive feedback and areas for improvement
- CRLC numbers were back in line with typical years. Brendan's recap video was shared with state advisors - excellent recognition
- SEM conference in Madison; positive feedback with some minor food issues and comedian. Next year's potential location is Green Bay
 - Options - Marquette, Bradley Center, two locations within the state
 - Potentially shorten the day of the conference?
- State - 1325 attendees, career tracks are gaining popularity, and a pasta buffet will be the meal for Wednesday.
 - The dinner schedule will be revised this year - information is provided in the DECA State Registration Packet
 - Changes in the opening session will be short and engaging, with a fresh staging design
- ICDC - hotel information has already been sent out (Millenium Maxwell House Hotel). Better options for parking. Can set our own timing for bus transportation. Location is three miles from downtown.

C. [Sponsorship Update](#)

Discussion

- All confirmed, potential, and denied sponsors were discussed
- Terri has found 8 new sponsors for the upcoming new year. Each potential sponsor is provided with a customized sponsorship opportunity - \$12,000 in new money for SCDC 2016

D. [Quota Allocation](#)

Discussion

- Terri went through how the State spots are allocated
- There are plans to add extra spots for seating at State
- Information will be shared at the DECA advisor meeting at SDCD 2016

E. DECA Center Board Rep Update (insert new agenda link)

Jason

1. Update on DECA Center employee evaluations

Discussion

- President, President-Elect, and Outgoing President positions
 - Decision is to have Jason Holter and Nicole Hinkel to stay on their positions longer due to the absence of Keegan O'Brien
 - DECA Center employee review process is the main work items
 - Terri and Holly have both been reviewed using the process
 - In July there will be a presentation review

- There needs to be a replacement for Ginger on the DECA Center Board
 - Can be past or present DECA advisor

III. Old Business

A. [Quota Discussion & Impact on SCDC Capacity](#)

Terri

Discussion

- Issues in the timing of getting membership into Wisconsin DECA and the state quota forms for the membership allotment based on total membership
- To be discussed at the July 2016 board meeting

B. Preliminary ICDC Expectations Discussion

Tim

Discussion

- Continued discussion from previous meetings - incentives for attending the opening and closing sessions
 - Small numbers in the closing session are a continued issue
 - Discussion ensued

C. Alumni/Professional Member Fundraising Opportunity

Terri

1. Friends of DECA

Discussion

- Three nominations were submitted for Friends of DECA
- An alumni professional membership opportunity will be designed for the upcoming school year

D. Wisconsin DECA District Leaders Meeting

Tim

Discussion

- Meeting is typically in July. This is a two-fold process to vet events: collaborative way to set up district conferences and enforce consistent policies
- Process to work toward more consistency within Wisconsin DECA districts; tie breakers within the series and

E. [Wisconsin DECA Expense Voucher](#) Update

Tim

Discussion

- No changes at this point

F. Review & Update [Wisconsin DECA By-Laws](#)

Tim

Discussion

- Change - Article 4.2 Advisors - the role was loosened between the Marketing and Business Ed licensures.
 - "Licensed marketing educators (285) can be certified to be a local chapter advisor. Licenced business educators (250) can be approved to be a chapter advisor after completing an online training"
 - This becomes a potential issue when advisors have no experience with DECA
- Terri will be providing more resources for new advisors
- Opportunity to provide an online Google calendar - advisors opt-in - and notifications are provided in advance

G. [DPI DECA Website](#) Update

Tim

Discussion

- Updated design/look for the Wisconsin DECA website on the DPI website
- More options for advisors - board meeting minutes, middle school DECA, resources, competitive events, and event registration
- All registration packets are on this website
- Updates have been made to www.wideca.org as well.
 - Advisors are encouraged to visit this website more to see updated pictures, videos, success stories, and DECA opportunities
 - Blog has been added with Leadership Council members

H. [Middle School DECA](#) ([DECA Inc. Middle Level Visioning Panel](#))

Tim

Discussion

- Resources and checklist are available on the DPI DECA Website that showcases that DECA is anxious to grow, as well as national DECA

I. DECA ELC an open event to non DECA members

John

Discussion

- Request from advisor to attend ELC without being a DECA member

J. Private School License Waiver

John

Discussion

- Discussed under F. Review & Update [Wisconsin DECA By-Laws](#)

IV. New Business

A. DECA Board Elections (John & Micki term ends in March)

John

Discussion

- Three Wisconsin DECA Board spots are available in March; Board President and Secretary are available
 - Motion for nomination for Megan to be President- Phil Huff
 - Motion seconded - Carl Hert
 - Motion carried

- Motion for nomination for Phil to be Secretary - Penny Thompson
- Motion seconded - Carl Hert
- Motion carried

- Motion for nomination for John to extend his term to 2016-2017 - Phil Huff
- Motion seconded - Carl Hert
- Motion carried

B. DECA Inc. ICDC competitive qualifying events prior to SCDC **Tim**

Discussion

- Motion - All pre-qualifying DECA Inc. competitive events (VBC and Stock Market Challenge) are eligible to compete at ICDC without competing at SCDC - Phil Huff
- Motion seconded - Carl Hert
- Motion carried

Discussion

- Amendment to take out VBC and Stock Market Challenge.
 - Revised - All pre-qualifying DECA Inc. competitive events are eligible to compete at ICDC without competing at SCDC.
 - Motion carried

C. Scholarship Strategies for the Future - Commission & Savings **John/Tim**

Discussion

- Determine whether to keep a rolling average of sponsorship money
- Terri to continue looking for different types of sponsorships for Wisconsin DECA
- The DECA Center will be making the final decision on the travel scholarships

D. Wisconsin DECA Blog Update **Tim**

Discussion

- Discussed previously

E. SCDC Judge Gift of Alumni/Professional Membership (\$8 only) **Terri**

Discussion

- Option to provide a professional membership for DECA judges rather than a traditional gift
- Valuable to Wisconsin DECA; not necessarily for the judge
- Potential maximum that DECA spends on professional membership

F. District 5 & 6 Size & SCDC Qualification **Tim/Phil**

Discussion

- Much discussion ensued
- Tim and Terri will work to create a plan for a tiered system for the automatic State qualifiers in District 5 and 6 for the July 2016 meeting

G. Future of District 7 (Milwaukee Area) **Tim**

Discussion

- Milwaukee Hamilton joining in District 7 as a potential option or growing their chapter

H. SCDC Board Meeting Clarification--2 distinct meetings **Tim**

Discussion

- DECA Board Meeting and DECA Center meeting at SCDC 2016

I. Finalize SCDC Board Meeting Agenda

John

Discussion

- John will connect with Tim

J. [Request for additional agenda items](#)

John

Discussion

- Request - add a Chapter of the Year award
 - Idea - Gold Chapter is ranked and then can earn the highest level of recognition
 - The Board will revisit at March board meeting
- Request - Principles events to have two role plays
 - The Board will revisit at March board meeting
 - Motion to add an additional role play to the Principles events at District and State competitions, for a total of two competitive role plays starting in 2016-2017 role - Megan Fisher
 - Motion second - Carl Hert
 - Discussion
 - Can the WI DECA Board make this a policy for the district competition?
 - Each district can be flexible in how many Principles events they want to run; as long as there are two role plays within each event
 - Motion carried
- Request - State officers room with chapters at conferences
 -

V. Adjourn Meeting

- Motion to adjourn the meeting - Megan Fisher
- Motion second - Carl Hert
- Motion carried

Next Meeting – Voice Call - April/May 2016

