



Wisconsin DECA Board

April 19, 2021
4:00 PM - 5:15 PM

Zoom Conference Call:

<https://us02web.zoom.us/j/82382694701?pwd=V1hFQ004cXVSOXkxZFdpbVZ4bGpkZz09>

Meeting ID: 823 8269 4701

Passcode: 238111

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I. Call Meeting to Order (4:00 - 4:05)

Keith

Meeting called to order at 4:01 by Keith.

II. Introduction of Team 56 (4:05 - 4:10)

Kate/Maya

New officer team slide show with just a quick bio and introduction of the new team. Check link above for pictures to put a name with the face.

III. Approval of February Board Minutes (4:10-4:20)

Keith/Micki

A. [WI DECA Board Minutes](#)

B. [WI DECA Center Minutes](#)

Carl Hert motions to approve the minutes. Michelle Fryar seconds the motion. Motion to approve the DECA Board minutes passes. Micki- In the Center minutes we have many details to review regarding scholarship. Ross Toellner motions to approve, Jason Holter seconds. Motion passes. Does anyone have any questions about these minutes?

IV. Financial Report (4:20-4:25)

Tim/Ross

We have not finalized shipping costs yet, but we are close to having final numbers for this year. We anticipate about \$10,000 in shipping charges, but if it is close to that we are very close to break even for the State Conference this year. Happy to say that we are surviving the pandemic as best as we can. We will have a final update for this year's final audit by the end of May and a Board meeting will be held and details will be shared with all of you at this point.

Center update - The Center is doing everything we can to minimize costs. Many of our costs are related to Terri's travel, so we haven't spent as much. WE are operating break even or a little bit in the green this year. We are anticipating the payment from our DECA dues to come into the Center. We have a deadline of about June 1st to have our 2020-2021 final budget numbers.

V. WI DECA Center Executive Director Report (4:35-3:35)

Terri

A. [Presentation](#) to include:

1. Membership Update
2. SCDC Reflection
3. 2021-22 Event Updates
4. Sponsor Update

Our membership is usually between 11,000 and 12,000 members. We finished with 5,196 this year and that will obviously impact our budget. All association numbers are down, so for ICDC next year we are expecting that it won't impact qualifier numbers.

State was very close to our normal in-person conference with 1,440 participants. We heard very positive feedback from all of our stakeholders. Minimal no shows and ICDC is following a similar trend. We tried to keep costs down but also tried to engage members in creative ways the best we could.

COW tentatively planned for July 22-23 - not sure if that will be virtual or in person

CRLC has been postponed until December 2022

ELC - to be determined

SEM

SCDC March 2022

ICDC

Thanks to our 2021 SCDC sponsors. \$2588 in ICDC scholarships

Bob Hutchinson putting together "An Evening at Grand Geneva" June 22 in Lake Geneva

VI. Old Business (4:35-4:50)

A. Strategic Action Plan Progress Update/Next Steps

Tim

B. [Website Tour](#)

Tim

1. [Website Recommendation Form](#)

Finalizing strategic action plan (paused due to pandemic). Will want advisors, alumni, parents, students, admin, etc to provide feedback moving forward.

New WI DECA website (www.wideca.org) - Goals: more user-friendly and to better communicate with stakeholders. Some portions are still works-in-progress. Focused on Advisor section - membership, events, competition, start a chapter, PD, SBE, links, etc. Provide feedback on Website Recommendation Form (link in Agenda). Micki V suggested to add a direct link to WISELearn resources.

VII. New Business (4:50-5:15pm)

A. Strategic Feedback (Breakout Rooms)

Terri

1. COW Feedback

2. Membership

B. 2021 Board Election Results

Keith/Micki

1. [Board Nominee Information](#)

2. Online Ballot Process - Election Buddy

Terri

Lots of unknowns for next year - what do we want for summer opportunities and for next year? Focus on COW first. How can WI DECA rebuild your program and improve membership next year? More events, items that would entice teens to join, video content we can create??

POLL: Travel restrictions for next year? Local meeting/event restrictions?

Move to Breakout rooms - led by Board Members. 15 minutes

Here are the [comments](#) from all the breakout rooms. Below is the summarization from each of the breakout discussions. Our voting for events was all split 5 different answers for our topic. Other ideas shared - posters with QR code for 8th graders, ice cream social for Aspire testing in the building, etc.

Talking about recruitment - we can probably do a one day in person for COW this year which could help for recruiting. Using current seniors to recruit for alumni members before they leave.

Majority of advisors in group 3 felt like they would like to see WI DECA resources to do our own officer training event in the summer. Ways to get together for advisors to discuss ideas on a more regional basis. Main idea was that WI DECA could produce quick videos to give an overview of what our in person events would be like - CRLC, Leadership, Districts, etc.

Group 4 talked about doing an in person with Wisconsin DECA for one day and then get home to finish with a second day in our own building.

Group 5 - most people said they would be available for a virtual event. Using social media to reach 7th and 8th graders right now.

Group 6 - not a virtual conference, but a guest speaking virtual meeting for the officer team to join a local chapter for planning purposes. Videos to tell our story is going to be key for the next year.

DECA Advisor awards

Doug Flauding Professional Development Award - quick history of Doug's impact on Wisconsin DECA - \$500 scholarship
Micki Volk - Green Bay Southwest

New Advisor of the Year - 5 years or less
Allison Rigotti - Melrose/Mindoro

Advisor of the Year
David Rippl - Sun Prairie

Summer SBE

Last year it was virtual and we are having an in person meeting this year working with Keith Wartzluft and we will be sending out a flyer and registration will open soon. Dates are August 2 - 3 at the Ingleside in Pewaukee. Traditional agenda on Monday, August 2nd and maybe a sponsorship to going to a Brewers game that night, and then finish on August 3rd for a total cost of \$60. Hotel \$129 for that night.

Conclave - MBA Research and DECA Amped - it is free - virtual conference. It will be August 3-4-5. Will send out information soon about that.

Terri is closing voting for BallotBuddy with our online vote for new Board members.

Sarah Hart Olson and Kayla Schwarz are elected to the Wisconsin DECA Center board and the new board members for Wisconsin DECA are Megan Fisher, Ashley Tessmer, and Amanda Fields. These new board members will be elected into roles within each board.

VIII. Adjourn Meeting

Meeting adjourned at 5:15 PM.