

Indiana DECA Board Meeting
Saturday, February 5, 2022; 9:30 A.M. - 12:30 P.M.
Virtual Meeting via Zoom
APPROVED MINUTES

The meeting was called to order at 9:33 A.M.

The following members were present: Becky Kuehl, Janice Brown, Amanda Graham-Bishop, Troy Davis, Brian McNeal, Robin Perry, Kristin Lidstrom, Rob Holman, Gen Craft, Crystal White, Amber Reed, Cathie Bryant, Rachel Jones, and Jessica Booth

Members Not in Attendance: Kevin Krizan, Adeseke Olofintuyi, and Anthony Harl

Guest(s) in Attendance: N/A

Approval of Agenda: Robin Perry made a motion to accept the agenda; Amber Reed. Motion carries.

Approval of Minutes: Robin Perry made the motion to approve the presented minutes; seconded by Troy Davis. Motion carries.

State Officer/State Officer Coordinator Report:

General Goals & Progress

- Exceed the goals we set for sponsorships - our goal was to obtain 5,000 worth of sponsorship we have obtained 8,400
- Retain and increase membership - we have gained 141 new members and 2 chapters
- Increase social media engagement and reach - we started the year with 1,200 instagram followers and we currently have 1,371 (we are expecting spike in our followers by SCDC, this will help us obtain our goal of 1,500)
- We set our goal for twitter at 3,000 followers we are currently at 2,968 (we plan on reaching this goal during SCDC because twitter will be utilized as a platform to relay important information and for our statewide game "where is bert")
- De-concentrated community service because of COVID - each state officer completed an act of community service in their own community (for an inside look a behind the scenes of each act of service is posted on our instagram)
- Establish interconnected networking for students and alumni of Indiana DECA. Discord was the platform we chose and it was introduced to a small number of the delegation during SCDC. We have continued to grow our platform by promoting it through our distinct conferences. We currently have 67 members and are expecting an increase during SCDC.

SCDC Updates and Amendments

- This year we are partnering with Safe Families for Children for our philanthropy we decided to take a different route because we wanted to choose a grassroots organization that would allow us to see the impact of our partnership in our communities

- SFFC helps to mobilize a network of compassionate volunteers to circle around families in need. Host Family volunteers provide a safe, temporary home for children. This allows parents to focus on crisis situations, like homelessness, without worrying about losing parental custody.
- Our theme is year is cirque du DECA and we have chosen David Ranalli a magician as our covid friendly entertainment
- Where's Bert campaign...Board Thoughts? Will students participate in something like this?

GWC Update - No update was provided. Discussion of pathway courses; course titles; alignment of courses

State Advisor Report

2021-2022 Membership - Current Membership as of 2/03/22:

- o Chapters: 55 (52 in 2021)
- o Students: 2,507 (2,342 in 2021)
- o Advisors: 77 (81 in 2021)
- o Professionals: 80 (26 in 2021)
- o Alumni: 12 (18 in 2021)
- o Total: 2,676 (2,461 in 2021)

2022 Central Region Leadership Conference - December 9-11, 2022, Milwaukee, WI Theme: DECA FEST

State Officer Screening Report (see State Officer/State Officer Coordinator Report)

- Screening was held Saturday, January 29 via Zoom
- 16 candidates went through screening process (27 in 2021)
- 15 candidates will be running for a state leadership position at SCDC (23 in 2021)

Written Project Registration

- 178 projects were pre-registered
- 163 were submitted in the portal
- Last year we had a total of 190 projects (278 in 2020) that were submitted, and penalty pointed
- Penalty pointing of the projects will start yet this weekend
- Judging window opens at 8 AM on Monday morning for evaluation of the written component

CTSO Legislative Day - February 9, 2022 (Wednesday) at the Indiana Statehouse

- 2 State Officers will be attending
- Being held in recognition of CTE Month

SCDC Update - Registration Numbers:

- o 1,357 Students
- o 67 Advisors

- o 117 Chaperones
- o 11 State Officers
- o Total of 1,552

Misc. - Discussion of SCDC workshop ideas

ICDC Update - Atlanta, GA, April 22-27, 2022 (This includes a day on each side for travel.)

Registration Fee: \$90 (Early-Bird)

Indiana Fee: \$20 or \$25

Hotel: Hilton Garden Inn, Atlanta Downtown

- o Room block of 125 total (April 23 – 27) 25 single/doubles and 100 triple/quads
- o Room block of 40 (April 22, Friday)
- Room Rates: \$258 per room/per night (this includes applicable taxes and fees)
- o Single -- \$258 per person/per night x 4 nights = \$1,032
- o Double -- \$129 per person/per night x 4 nights = \$516
- o Triple -- \$86 per person/per night x 4 nights = \$344
- o Quad -- \$64.50 per person/per night x 4 nights = \$258

Event Management: Indiana will have Automotive Services Marketing (ASM) this year (41)

Emerging Leaders Series Allocations:

- o Empower: Incoming State Officers
 - o Ignite Academy: 16 allocations
 - o Elevate Academy: 8 allocations
 - o Aspire Academy: 9 allocations
 - o Special Permission: Indiana has 32 allocations for special permissions
- Significant changes have been made to this year's competitive event schedule
- o Online electronic written event submission: April 7 is the deadline for chapters to upload qualifying written entry submissions
 - o Preliminary round of presentations for all projects with a written component will take place on Sunday, April 24, instead of Monday as it has traditionally been
 - o With the change of presentations for the preliminary round for written projects (without an exam), there will be no events that will start in the afternoon on Monday. This will allow for advisors to make dinner plans, etc. with their chapters.

Voting delegates – Indiana will have 7 this year

Attraction Ticket Options (information and pricing available on DECA Inc. website)

- o DECA Day at Six Flags over Georgia – Saturday, April 23, 2022
- o DECA Night at Georgia Aquarium + The World of Coca Cola – Sunday, April 24, 2022

o DECA Exclusive Concert – Monday, April 25, 2022

Amber Reed made the motion for Indiana DECA to purchase a block of tickets for the April 25th ICDC Concert; seconded by Kristin Lidstrom. Motion carries.

Standing Committee Reports

- A. Financial - Indiana DECA P&L Statement for July 1, 2021-February 3, 2022 was presented;
- B. Conference and Leadership - no information presented
- C. Membership - no information presented
- D. Professional Development - IMEA Day and DECA Day will be held in-person during mid-June; location to be determined
- E. Promotion - no information presented

Unfinished Business

- A.
- B. Other

New Business

- A. Liability Insurance Renewal - Rob Holman made the motion to renew the liability insurance; Robin Perry seconded. Motion carries.
- B. 2022 ICDC Stipend Amount - Kristin Lidstorm made the motion to use ICDC stipend money to purchase ICDC Concert tickets for all qualifiers; Amanda Graham-Bishop seconded. Motion carries.
- C. Guidebook App - information was shared about DECA Inc. considering a “partnership” with Guidebook App
- D. Other

Proposed 2022 – 2023 Calendar

Announcements

- A. Next Meeting: April 9, 2022, if needed
- B. Other

Adjournment: Robin Perry made a motion to adjourn meeting; seconded by Rob Holman. Motion carries. Meeting concluded at 12:29 P.M.