

INDIANA DECA BOARD MEETING
Thursday, November 10, 2022, 2:00-6:00 P.M.
Carmel High School - Carmel Cafe
APPROVED MINUTES

The meeting was called to order at 2:27 P.M.

The following members were present: Becky Kuehl, Janice Brown, Amanda Graham-Bishop, Brian McNeal, Matt Hankins, Kristin Lidstrom, Gen Craft, Rachel Jones, Troy Davis, Stacie Fowler, and Katherine Langford

Members Not in Attendance: Cathie Bryant, Amber Reed, Kevin Krizan, Jessica Booth, Anthony Harl, and Region 1 Coordinator, vacant.

Guest(s) in Attendance: N/A

Approval of Agenda: Kristin Lidstrom made a motion to accept the agenda; seconded by Troy Davis. Motion carries.

Approval of Minutes: Rachel Jones made the motion to approve the minutes with the correction to section Standing Committee Reports C. Membership; seconded by Kristin Lidstrom. Motion carries.

2022-2023 State Officer Report: Membership - every region Instagram has posted at least once in November; 494 followers combined on region Instagram (30% of followers on @IndianaDECA

Sponsorships - Purdue has agreed to the university package for \$750; Ball State secured the opening session and advisor reception package; ISU has committed; IUPUI sponsored FLC; 39 sponsors reached out to total as team

Community Service - 300 letters were written during FLC for hospital workers; state officers served at Westfield's Open Doors; district conference are collecting socks for homeless shelters through Sock Offs; Miracle Minute for donor network and homeless shelter in Indianapolis

Awareness - @IndianaDECA posting every day during DECA month; made 4 posts about FLC; gained 85 followers over FLC, and 2,2124 new accounts engaged; website is being updated, the rollover will occur during winter break

SCDC - Theme will be Camp DECA; deadline for shirt/pin design is November 23rd; entertainment is possibly Playfair; Keynote is still be decided

FLC - T-shirts were printed by Union City DECA; IUPUI was keynote speaker; microphones helped; overall conference ran smoothly

Career Development - Adding "Career Development section to the website

GWC Update: Discussion of assignment codes for Strategic Marketing and Digital Marketing courses as

requested by Anthony Harl

State Advisor Report

- A. 2022-2023 Membership** - Current membership (as of 11/10/22):
- | | | |
|---|-------|--------------------------------|
| Students: | 2,168 | (1,393 in 2021; 2,141 in 2020) |
| Advisors: | 58 | (51 in 2021; 69 in 2020) |
| Professionals: | 13 | (33 in 2021; 22 in 2020) |
| Alumni: | 9 | (5 in 2021; 18 in 2020) |
| Total to date: | 2,248 | (1,482 in 2021; 2,250 in 2020) |
| Total chapters submitting initial membership numbers: | 40 | |
- B. 2021 Fall Leadership Conference** - Officers arrived Sunday; held at Gainbridge Fieldhouse on November 7, 2022; total chapters registered 17 (11 in 2021; 20 in 2020); total number of registrations: 375 (278 in 2021; 304 in 2020); IUPUI Kelley School of Business was the sponsor for FLC (\$1500); started with an opening session, morning breakout sessions focused on competition and the competitive events, afternoon breakout sessions focuses on leadership, closing session was a panel from the Pacers organization, and Pacers game in the evening; afternoon PD session was held for chapter advisors; thoughts/suggestions for next year included having it on IUPUI's campus or reaching out to Ball State University
- C. 2022 Central Region Leadership Conference** - Held December 9-11, 2022, in Milwaukee, Wisconsin; 2 chapters from Indiana attending for a total of 40 students and advisors (Avon and Jimtown)
- D. 2022-2023 SCDC Sponsorships** - Estimated total to take is \$10,850
1. Home Bank (September board meeting)
 2. Butler University (College/University package)
 3. Merhow Industries (Geo Filter Sponsor)
 4. Crew Carwash (Diamond Level)
 5. Indiana State University (Opening Session Sponsor; Monday Awards Session Sponsor; Advisor Reception Sponsor; Geo Filter Sponsor)
 6. Ball State University Miller College of Business (Grand Awards Session Sponsor)
 7. Ball State University Property Management Program (State Officer Luncheon and Voting Delegate Reception Sponsor)
- Additional Revenue Potential - Banner ads on Indiana DECA Website; sale of banner ads is by Association Revenue Partners; committed Crew Carwash for \$2500
- E. Design Contests** SCDC t-shirt design: 1 design submitted as of today; ICDC pin design: 2 designs submitted as of today; deadline is Wednesday, November 23
- F. STN Numbers** - As of today, six schools have submitted; due by December 16, 2022
- G. 2023 District Conference Update** - USB drives; registration; online testing for some districts as requested (testing window is 7:00 AM-8:00 PM; 75-minutes; NO phones or websites); role play/case scenarios; district membership lists will be sent before Thanksgiving

- H. **2023-2024 State Officer Screening** - Held Saturday, January 28, 2023; location TBD; start time will be 8:30 AM; application and materials will be available sometime in the first week of December
- I. **2023 SCDC Update** - Held March 5-7, 2023, at the Indianapolis Marriott Downtown Hotel; theme will be Camp DECA: Principles events for the conference will be Principles of BMA, Principles of HT, and Principles of MKTG; written project allocations are a maximum of 8 entries per written project event with one exception: Chapter Project Management events are ONE per chapter event; written projects will be submitted electronically; DECA Inc. penalty point sheet is being revised
- J. **2023 ICDC Update** - Orlando, Florida, during April 22-26, 2023 (26th is travel home day); Indiana is assigned to Universal's Aventura Hotel; no additional update currently

Standing Committee Reports

- A. **Financial** – Indiana DECA Profit and Loss statement for July 1-November 10, 2022, and Indiana DECA Balance Sheet as of November 10, 2022, was presented
- B. **Conference & Leadership** – The revised Indiana DECA Written Event Penalty Point Checklist was presented; Indiana DECA Chaperone Expectations and Advisor Expectations working documents were shared and discussed, it was recommended to add expectations “sign off/checklist” in the SCDC registration as a tab, as well as, including an advisor check off that all of their SCDC chaperones has cleared their corporation's background check
- C. **Membership** – No report
- D. **Professional Development** – Sending survey to advisors for future PD opportunities and locations
- E. **Promotion** – Indiana DECA brochure has been completed

Unfinished Business

- A. **2022-2023 Program of Leadership** - Reviewed and discussed
- B. **SCDC Online Testing** - SCDC in 2023 will not be online testing, board prefers paper testing to be Sunday night of SCDC; Janice is speaking with Dave. Rachel Jones made the motion to purchase a scanner and software. Brian McNeal seconded the motion; motion carries.
- C. **State Officer Coordinator Position** - State officer coordination job description is being finalized with the intent to have it posted across multiple social media and websites by Monday, November 14, 2022.
- D. **Other** -

New Business

- A. **District CDC Jump Drives** - Discussed

Announcements**A. Next meeting:**

February 2, 2023, 2:00 P.M. - 6:30 P.M. at Hamilton Southeastern H.S.

Adjournment - Kristin Lidstrom motioned to adjourn at 6:31 pm. Troy Davis seconded. Motion passed.

