

Indiana DECA Board Meeting
Wednesday, September 29, 2021; 4:30 P.M. – 7:30 P.M.
Virtual Meeting via Zoom
APPROVED MINUTES

The meeting was called to order at 4:34 P.M.

The following members were present: Becky Kuehl, Janice Brown, Amanda Graham-Bishop, Troy Davis, Brian McNeal, Gen Craft, Robin Perry, Cathie Bryant, Rachel Jones, Kristin Lidstrom, Kevin Krizan, Jessica Booth and Adeseeke Olofintuyi

Members Not in Attendance: Rob Holman and Amber Reed

Guest(s) in Attendance: N/A

Approval of Agenda: Robin Perry made a motion to accept the agenda; seconded by Gen Craft. Motion carries.

Approval of Minutes: Kristin Lidstrom made the motion to approve the presented minutes, seconded by Brian McNeal. Motion carries.

GWC Update - No official report was provided; discussion about Next Level Program of Study courses for current and next school year

GWD Grant - Currently countersigned; fully executed. Amount available is \$80,000 for the 2021-2022 year.

2021-2022 State Officer/State Officer Coordinator Report

1. Indiana DECA Fall Leadership Conference Recap

Keynote: Kim Woodward

- HR Director for Cunningham Restaurant group
- Will discuss the founding of CRG, entrepreneurship, and leadership

Exploration

- This is designed for new chapters and new members; students will be given the opportunity to learn about the basics when it comes to competition

Enhancement

- This is designed for experienced members, students will be given exclusive access to details of former first place papers and secret ICDC tips and techniques

FLC Goals: Create an interactive conference; establish resume building workshop; invite professionals on the basis of community service; increase attendance and accessibility

2. Program of Leadership

Membership: 4 new chapters approved, individual officers will try to increase membership in own chapters

Sponsorship: Kyle obtained three sponsors, review of new sponsorship program by Maieasha and Jonathan, officers will continue to reach out to sponsors--lunch meetings, more reach to old sponsors

Exceed the goals we set for sponsorships - 1 secured sponsorship; all officers have been assigned to former and new sponsor; retain and increase membership; increase social media engagement and reach social media accounts have been very active; de-concentrated community service; all chapters will be given; establish interconnected networking for students and alumni of Indiana DECA; discord

Community service: SCDC charity will be Safe Families for Children, progress will continue on recommending local service projects to chapters

Awareness: Continuation of Officer Tuesdays, newsletter parts have been assigned

DECA Month: Officers will participate in national DECA's challenges

3. **Other:** We have finalized the POL and SCDC theme

State Advisor Report:

1. **2021-2022 Membership Report (as of 9/27/21)**

Chapters: 16 (compared to 1 in 2020; 3 in 2019)

Members: 504 (compared to 16 in 2020; 326 in 2019)

New/reactivated chapters: 4 (Emmerich Manual HS (Robin Clark)-D8; New Haven HS (Freta Howard)-D3/6; North Side (Fort Wayne) (Paige Harding)-D3/6; Sullivan HS (Sara Grissom)-D7)

New advisors (primary): Sidney Shafer - Jimtown (replacing Lots Pinney); Cassandra Klenke - Wawasee (replacing Elizabeth Long); Danielle Miller - Terre Haute North (replacing Cathie Bryant)

2. **IACTE Conference Report** - Indiana DECA had a virtual booth; no visitors at the booth

3. **Fall Leadership Conference** - See state officer report

4. **IBEA November Conference** - November 11-12 (Thursday/Friday); possibly hybrid; encourage advisors in your district to attend

5. **Central Region Leadership Conference** - Cancelled for 2021; working to schedule CRLC 2022 for Milwaukee, WI; opportunity to attend The Ultimate DECA Power Trip (Boston, November 19-21)

6. **Competitive Events Update** - we will NOT be offering the Principles of Finance event at district or SCDC this year; please refer to page 33 of the DECA Guide or the IN DECA Fall Newsletter; judges for written projects at ICDC will have access to view the student's written project and/or the executive summary; please note a change in the Penalty Point Checklist for any written project submitted for competition at ICDC.

Troy Davis makes the motion to use the DECA Inc. Penalty Point Checklist at SCDC; Kristin Lidstrom seconded motion. Discussion: the board needs to review entries post-SCDC and again post-ICDC to decide if we need to return to the Indiana DECA Penalty Point Checklist. Motion passes.

District online testing will cost relatively the same as last year. Indiana DECA is not paying for JudgePro; discussion followed about having district in-person vs virtual. At this time, it is too early to make the "all virtual" decision.

7. **ICDC Update** - Will be held in Atlanta, Georgia, April 23-27 (the 27th will be travel day home)

8. **Other** -

Standing Committee Reports:

- A. **Financial** – Indiana Balance Sheet (as of June 30, 2021) and Indiana DECA Profit/Loss Statement (July 1-September 27, 2021) was presented. The 2021-2022 Indiana DECA Proposed Budget was presented. Gen Craft made the motion to approve the proposed budget; Jessica Booth seconded. Motion carries.

- B. Conference/Leadership** – Committee recommends all SCDC written paper students bring a full hardcopy, in a DECA folio, for the judge to see at SCDC.
- C. Membership** – No report provided.
- D. Professional Development** – Working to clean up IMEA membership; anticipates meeting in-person for professional development in 2022
- E. Promotion** – Presented a rough draft of a sharp, professional-looking Indiana DECA brochure

Unfinished Business:

- A. Fall Leadership Conference** - Troy Davis made the motion to move the 2021 FLC format to virtual, and charge a flat \$50.00 fee for each attending chapter; Kristin Lidstrom seconds. Motion carries. The projected date of FLC will be Tuesday, November 9th.
- B. 2021-2022 Program of Leadership & Goals** - Committees reviewed 2021-2022 POL goals prior to the Indiana DECA Board meeting; board will move forward with written goals as prepared.
- C. Revision of State Officer Titles & Descriptions** - Proposed titles and responsibilities listed for each position had been reviewed by a committee prior to the board meeting. Kristin Lidstrom made the motion to approve the revised Indiana DECA State Officer Titles and Descriptions, with the one exception of adding the DECA newsletter to one of the officer's position; Jessica Booth seconded. Motion carries.
- D. Other**

New Business:

- A. ICDC Housing** - Indiana ranks 9th this year in hotel selection. 1st choice: Embassy Suites; working to determine the number of rooms needed by Indiana DECA.
- B. Other**

Announcements:

- A. Next Meeting:** Friday, November 12, 2021, 3:30-8:00 PM, Crowne Plaza Hotel, Indianapolis Airport
- B. Other**

Adjournment: Brian McNeal made a motion to adjourn meeting, seconded by Kristin Lidstrom; motion carries. Meeting concluded at 7:22 P.M.