

## **California Future Business Leaders of America**

### **Executive Board Meeting**

Minutes of May 16-17, 2019

#### **Call to Order**

The California Future Business Leaders of America Executive Board Meeting was called to order on Thursday, May 16, 2019, at 6:10 p.m. at the Courtyard by Marriott in Sacramento, CA in the Golden State Ballroom B. The President was in the chair and the Secretary was present. I will now take roll call. When your name is called, state that you are present.

#### **Attendance**

The following 2019-2020 officers were present:

Venugopal Chillal, State President  
Roma Bedekar, State Vice President, Bay Section  
Kyle Tran, State Vice President, Central Section  
Christine Huynh, State Vice President, Gold Coast Section  
Kelsea Whiting, State Vice President, Northern Section  
Lauren Cho, State Vice President, Southern Section  
Abbie Linhares, State Secretary  
Clarissa Gao, State Public Relations Officer  
Priscilla Goh, State Parliamentarian

The following 2019-2020 officers were not present:

Joshua Zhang, State Vice President, Inland Section

The following advisers to the state officers were present:

Mr. Norman Tsai, Bay Section, accompanying Venugopal Chillal and Priscilla Goh  
Mr. Graeme Logie, Bay Section, accompanying Roma Bedekar and Clarissa Gao  
Mr. Jacob Avila, Central Section, accompanying Abbie Linhares  
Mr. James Toste, Central Section, accompanying Kyle Tran  
Dr. Alicia Baillie, Southern Section, accompanying Lauren Cho

The following advisers to the state officers were not present:

Mr. Patrick Frost, Inland Section, accompanying Joshua Zhang  
Ms. Nikole Burg, Northern Section, accompanying Kelsea Whiting

The state officer adviser Dr. Looker and California FBLA Board Members Mrs. Melanie Dias were also present.

A quorum was established.

### **Reading and Report of Minutes**

None

### **Treasurer's Report**

None

### **Unfinished Business**

None

### **New Business**

#### Officer and Adviser Introductions

Officers introduced their advisers and presented about themselves with a poster that they worked on prior to the board meeting. The advisers then introduced themselves, said how long they have been an adviser, and one thing about the student they are advising.

#### Officer Responsibilities

Dr. Looker reviewed the officer contract and explained the monthly officer reports. Each report is due to Dr. Looker and State President Venugopal Chillal on the last day of each month. Officers are not required to submit a report in the month of July. Each report should be looked over and signed by the officer's adviser before it is submitted. Digital signatures may be used, but the officer's adviser must give them approval to use their digital signature first. Every report should be an honest reflection of the month. Every officer's three main campaign goals and Program of Work goals should not change from month to month; only the current actions will change. It is acceptable to say that no action was taken on certain goals for a given month, but this should not be reoccurring on every report.

Every item posted on social media by members of the Executive Board must be professional and a representative of CA FBLA. If the post represents FBLA, such as an advertisement, board members must email the post to Dr. Looker and Mrs. Christensen to receive approval before posting it. A social media contract was signed, and it was encouraged that sections use a social media contract as well.

Officer responsibilities were discussed. It is very important that time management skills are adopted and that every officer stays on top of what their responsibilities in FBLA are. It is understandable that some things are out of the officers' control at times, but every officer accepted this challenge willingly. The state officer team is the face of CA FBLA and it is their responsibility to serve every member to the best of their abilities. Everything they say and do is a representative of the entire state chapter of California FBLA, whether they are in their uniforms or not. Within this, favoritism must not be shown and no one section is above the rest. State officers must always be existent, present, and responsive. They are also free to communicate

with members on the state management if it is kept professional. If these responsibilities and the officer contract are not followed, there will be conflicts that may lead to resignation.

### Campaign Platform and Program of Work Goals

Every officer read aloud their campaign goals.

#### *Venugopal Chillal - State President*

- Strengthen member connections by creating a Remind, a member forum, and student features on social media.
- Elevating chapter resources by interest surveys, monthly webinars, and an Introduction to FBLA series.
- Expand business opportunities by a statewide guide, FBLA alumni spotlights, and online career workshops.

#### *Roma Bedekar – State Vice President, Bay Section*

- Focus on connection between state/section officers and members.
- Encourage opportunities through a summer guide, increasing beneficial workshops, webinars, and SLC or Section conference interns.
- Target individual chapter needs by surveys and the liaison system.

#### *Kyle Tran – State Vice President, Central Section*

- Develop/strengthen relationship between local chapter members/officers/advisors with section/state officer team.
- Increase networking with local chapters within CA FBLA.
- Offer local chapters helpful resources through YouTube.
- Increase CA FBLA spirit by offering spirit items and local chapter awards.

#### *Christine Huynh - State Vice President, Gold Coast Section*

- Connect state officers to members of CA FBLA through Q&As and sharing personal FBLA stories
- Increase leadership opportunities through section councils and connect with businesses for internship/scholarship opportunities.
- Develop chapter success by creating step by step guides and ways to engage members.

#### *Joshua Zhang - State Vice President, Inland Section*

- Develop servant leaders in CA FBLA by having section wide community service events, creating calendars for chapters, and promoting on social media.
- Make an FBLA family among the sections by establishing a base of communications, more social events, and utilizing councils.
- Expand resources by creating different YouTube series.

#### *Kelsea - State Vice President, Northern Section*

- Close the gap between chapter and state officers by using Zoom and Instagram Live Q&As.
- Widespread member recognition at the section and state level by creating a Member of the Month.
- Increase CA FBLA member involvement on social media and YouTube.

*Lauren Cho - State Vice President, Southern Section*

- Promote internal improvements by strengthening each section.
- Create a close-knit state chapter by connecting chapters with one another and encouraging the Adopt-a-Chapter project.
- Create a Remind account to send out updates and the *Californian* and answer questions.

*Abbie Linhares - State Secretary*

- Create a secretary update in the *Californian*, posts, podcasts, and short videos
- Create a moderated chat room.
- Utilize Social Media for more communication opportunities through Q&A videos, open Direct Messages, and active posting.

*Clarissa Gao - State Public Relations*

- Bolster CAFBLA Online Presence on YouTube, the CA FBLA website, and Instagram/Facebook.
- Share Unique Stories of members in CA FBLA through submissions and spotlights.
- Strengthen CA FBLA unity by expanding the PR Council, providing promotion templates, and selling CA FBLA merchandise.

*Priscilla Goh - State Parliamentarian*

- Grow awareness of parliamentary procedure.
- Offer more opportunities for communication.
- Hold sweepstakes for the use of parliamentary procedure.

The most common and reoccurring goals for the officers were communication (entailing strengthening the liaison system, Remind, Zoom conference calls, YouTube, pre- and post-event surveys, calendars, a moderated chat room, consistent social media posts, and member spotlights), council/section interns, merchandise, bolstering CA FBLA social media presence, and webinars. After this, every officer shared out more specific goals or ideas while focusing on the most common and reoccurring goals they had. Following the share out, the officer team tallied three goals from the share out that they found to be most important. The goals and tallies showed some similarities and the outcome was as follows: 1. personal connections with value added and direct member interaction, 2. developing chapter success and equalizing chapter resources, and 3. increase online presence, increase brand visibility, and social media engagement.

**Recess to Break**

It was moved by Clarissa and seconded by Venugopal to recess for break at 8:07PM and the motion carried under a unanimous vote. The team reconvened at 8:19PM.

### Campaign Platform and Program of Work Goals (Continued)

Officers then worked with one another to decide on three main goals for the Program of Work that encompassed the goals as stated previously. With a unanimous vote, the state officers decided on the three POW goals as: 1. Foster personal and valuable connections through direct communication, 2. Develop chapter success through equalizing resources and opportunities, and 3. Strengthen online presence by promoting social media engagement and interaction. During the discussions, it also became apparent that there needs to be an increase in the interest of Parliamentary Procedure, and that this interest should start at Officer and Advisor Training Day and Leadership Development Institute.

### Thank You Notes

Thank you notes are a good way to sincerely show appreciation for someone. They should always be given when it is least expected, but still in a professional manner. A thank you note means a lot to people, which is why they should always only be given to a person that the giver genuinely wants to thank. It was advised to always carry thank you cards with you, as well as bring them to summit.

### Ambassadorship & Membership

It is important that FBLA is always represented in a good light.

Communication is a strong and reoccurring theme in FBLA. You should continue to talk within your sections about the best ways for effective communication. You should also continue to think about why the liaison system is sometimes ineffective and determine ways to fix it. It is never good to have clueless members so it may be a good idea to reach out to both the advisers and chapter presidents in the liaison system for an increase in communication. If this seems to be ineffective as well, you should ask other chapters and officers about ways to make communication more effective. As well as this, officers and advisers should train together at Officer and Advisor Training Day and Leadership Development Institute. This will help eliminate chapters where the students are running everything by involving the advisers. To involve chapters in more areas of CA FBLA, we could also give established chapter presidents or chapters the opportunity to present workshops or ask chapters about things they believe we can do to make workshops more inclusive.

Instead of offering plaques or ribbons to members and/or chapters for certain acts or projects, we should highlight the community service aspects of helping other chapters. It is important to always ask yourself why other chapters should be willing to help in areas outside of their chapter. One way we could accomplish the goal of one chapter helping another is by creating or revamping one of the state projects. For chapters and members with outstanding involvement or achievement, we could create a chapter or member spotlight such as member of the month. Another way to connect different chapters with one another is by increasing socials and connections between them. Unofficial hangouts may promote better personal connections which can make a less established chapter feel more important. If face to face hangouts do not work out, Facetime, Skype, and text messages still allow for personal connections. Most importantly,

there needs to be a willingness for established chapters to help less established chapters. This can be made possible either by highlighting the community service aspects of it or by offering an incentive such as a ribbon or plaque at the section level.

There is a new chapter process for CA FBLA membership this year due to the CDE policy. For every chapter, the high school must complete an affiliation agreement form, but this agreement form ranges on a case to case basis. If a chapter is not in compliance with the CDE policy, they should work with Ms. Anderson on a plan to keep their chapter. It is important for every adviser to be aware of this. At the moment, it is the state officers' duties to encourage students to take CTE courses. If a school does not have CTE courses, tell them to contact Ms. Anderson to come up with a plan. All in all, if enough students want to take a certain course, usually the school will make it a point to offer it. It is also necessary that chapters have at least one adviser that is willing to be a CTE adviser. If your adviser(s) is not willing to do this, it is encouraged that you create a relationship with this adviser that will make them want to stay with the organization. If a chapter is not in complete compliance with the CDE policy and affiliation agreement form, they will not receive the \$850 chapter grant.

The way that the CA FBLA membership and chapter process will work this year is: the affiliation form will be sent to advisers. It will ask who the adviser is and what their CTE credential is. It will also ask what CTE courses are offered at the school. As well as this, it will ask if all FBLA members have completed or are currently enrolled in a CTE course. The school principal will then have to sign the form stating that all information is accurate and true. The form will then be submitted to CA FBLA and Ms. Molly Anderson, the CA FBLA State Adviser, will state if the chapter will be able to stay active or not.

### **Move Item to Tomorrow's Discussion**

It was moved by Kelsea and seconded by Christine to move State Project and BAA Review to tomorrow's discussion at 10:30PM and the motion carried under a unanimous vote.

### **Adjournment**

It was moved by Joshua and seconded by Christine to adjourn the meeting at 10:32PM and to reconvene on May 17, 2019 at 9:00AM in the same room.

### **Call to Order**

The meeting was called to order by Venugopal Chillal on May 17, 2019 at 8:53am.

### **Attendance**

The following 2019-2020 officers had arrived:

Joshua Zhang, State Vice President, Inland Section

The following advisers to the state officers had arrived:

Mr. Patrick Frost, Inland Section, accompanying Joshua Zhang

Ms. Nikole Burg, Northern Section, accompanying Kelsea Whiting

### CA FBLA Action Plan (Continued)

The State Executive Board reviewed the POW goals that they created the previous day and decided to alter their goals. After the discussion, the three goals that were decided on are: 1. Foster personal and valuable connections through an enhanced communication network, 2. Identify chapter needs and provide appropriate guidance to support their sustainable development, and 3. Promote social media engagement with our members through valuable and consistent content.

### **Adoption of the 2019-2020 POW Goals**

It was moved by Roma and seconded by Joshua to adopt the 2019-2020 Program of Work goals at 9:33AM.

### CA FBLA Action Plan (Continued)

Based off the POW goals, officers created personal action plans and ideas and recorded them on sticky notes. They then placed these sticky notes on the appropriate posters representing each POW goal.

For the first goal, the overarching idea is to foster connections. The first way to do this is by creating monthly updates. It was concluded that the current liaison system and Excel spreadsheet ideas aren't working so it they to be improved. Officers also need to follow through with what they want to accomplish, and this should be reflected onto their sections. Still inside of the idea of monthly updates, update sections can be created by the State Secretary Abbie and the State Public Relations Clarissa and posted in the *Californian*, Instagram, and more. It is also important that the information that is going out to every chapter and section is consistent, meaning the information should not vary from section to section. Other ways to foster connections are through spotlights, live streams, group calls, and a state wide Remind account. With the Remind account combined with social media posts, the points of contact we have with CA FBLA members will increase and maximize the amount of information that is seen across the state. For this to be possible though, the Remind must start at OAT Day. Two more ways to accomplish this goal is by creating section councils and pre/post event surveys. For the section councils, your section director needs to approve the council before it is created. The council can consist of one member from every chapter in your section and can act as a way for members to connect with one another. The council could just be a Remind account if it becomes too complicated. For the pre/post event surveys, members will be given a chance to reflect on the event and provide feedback that can be used when planning for the next event. These surveys need to be either immediately after or during the event, such as during or at the end of a workshop. One idea is to have reflections at the end of every workshop at Leadership Development Institute and have the advisers check to see if the reflections were completed as a ticket out the door. Roma is in charge of developing these surveys.

For the second goal, the overarching idea is to identify chapter needs. The first way to do this is by categorizing the resources on the CA FBLA website. We also need a platform or way for members and advisers to be able to ask questions. Some ideas for this were Instagram Lives, a

link in the CA FBLA bio on Instagram, Facebook, and Twitter, Instagram question boxes on the stories, or an email address for questions (help or support@cafbla.org) that will be filtered by Dr. Looker and Venu. At Officer and Adviser Training Day, sections could separate less developed chapters from more developed chapters and then group them with one another and allow them to ask each other questions. At Leadership Development Institute, we could color code workshops based off of chapter development strength. We could also create a round table discussion workshop for members and chapters to be able to ask one another questions, or simply just a Q&A workshop. It is important that advisers and officer go to workshops together to ensure that they are receiving the information together as a team. We could also possibly hold a parliamentary procedure workshop at LDI South to target certain members for parliamentary procedure participants.

For the third goal, the overarching idea is social media engagement. One way we could do this is by engaging FBLA alumni through online presences and webinars. We could also engage PBL members and ask them to present workshops or speak about what it is like in PBL. Another way to do this is by creating member and chapter spotlights for unexpected recognitions to promote and highlight outstanding members and chapters. On social media, we could also create contests and competitions on our different accounts. In order for this to be successful, the information for the contests needs to be known by all members. Information can be sent by email to advisers, by text through the Remind account, and placed in scripts and posts. It is important that content on our social media is interesting and consistent. To increase knowledge of parliamentary procedure, the information needs to start small then slowly increase as members and chapters become more familiar with the rules and orders of parliamentary procedure. Priscilla has an Intro. to Parliamentary Procedures presentation that she is willing to share with members. Make note that polls and stories on social media are allowed, but they must be appropriate and representative of CA FBLA. For the YouTube channel, videos need to be interactive, fun, enjoyable, and engaging to watch. All slang is inappropriate in videos; they need to be tasteful while getting the message across.

### **Recess to Break**

It was moved by Joshua and seconded by Kyle to recess for break at 10:48AM and the motion carried under a unanimous vote. The team reconvened at 11:03AM.

### State Project, BAA, and POW Review

Dr. Looker discussed the idea of a new pin system for state projects. When a member completes an individual project, they receive a pin. There will be four (4) individual projects and the current chapter projects will not change. Ribbons will still be given for the completion of chapter projects, but they will only be given to the members that were directly involved in the project. For the individual projects, there will no longer be a grade requirement to complete a project, meaning that members of every grade level will be able to complete any individual project they choose. Advisers will be tasked with submitting the individual projects for each member by using the online badging system. With the new pin system, ribbons for individual projects will be eliminated. Each member will have the opportunity to receive four (4) pins, just like the pins for the Business Achievement Awards. Pins will be given to the deserving members at the State



Leadership Conference upon registration. This year will serve as a pilot system to see if the competition of these projects is too easy for members. If it is, the following team(s) will adapt accordingly to increase the difficulty of the projects.

### **Recess to Break**

It was moved by Abbie and seconded by Kelsea to recess for lunch at 12:00PM and the motion carried under a unanimous vote. The team reconvened at 12:45PM.

### State Project, BAA, and POW Review (Continued)

While reviewing the current projects, officers broke up into four (4) teams, consisting of two (2) or three (3) officers each, and were assigned one of the four individual projects to discuss changes that should be made to each project. When the teams reconvened, they each shared out the changes that they made to their projects to the entire Executive Board. Approved changes were made directly onto the state project's document. As far as chapter projects, only three will be available next year (Government Awareness Project, March of Dimes, and Adopt-a-Chapter). Although Government Awareness Project only requires five (5) professional members at the moment, it may require ten (10) in the upcoming year.

For the program of work, it was noted that Gold Seal and Chapter BAAs need to be made more recognizable. The advisers expressed that an officer(s) should help the adviser with the completion of the POW each month. Before this can be made possible though, it is the state officers' duties to make chapters more knowledgeable on the POW and how it works.

### The Californian

Discussion of the *Californian* will be left to a conference call at a later time.

### State Leadership Summit in Visalia, CA June 21-22

Dr. Looker reviewed the state officers' roles and responsibilities at the State Leadership Summit. Section officer teams and the state officer team will each create a skit to present at Summit to introduce their officers. Clarissa Gao will be in charge of creating the skit for the state officer team and section presidents will be in charge of creating the skits for their individual sections. Icebreakers will be needed at Summit to fill in for any empty time and Priscilla and Abbie will be in charge of creating and leading the icebreakers.

There is a new structure to the workshops this year. Every section will have their own breakout time but there will be three (3) workshops on Friday and three (3) workshops on Saturday. Each state officer and adviser will watch the workshops. The 2018-2019 State Officer Team discussed some workshop ideas at their March Executive Board Meeting that they believed would benefit members most. The workshop ideas that they came up with are as follows:

- How to build effective communication within your officer team
- How to use social media to promote CA FBLA in your section
- How to develop your section's Program of Work
- "Best practices" roundtable
- Professionalism within your community (when you interact with the community)

- Sponsorships and developing a scholarship program
- Connecting with your community to book tours, get professional members, and set up volunteer activities
- How to effectively use your chapter's liaison system
- How to communicate with advisers and members
- State projects and the badging system
- Parliamentary Procedure 101
  - Making parliamentary procedure manageable in chapters and sections

The current team discussed the previous team's workshop ideas and decided on six (6) workshops that would be best to present at Summit. The workshops that we decided on are as follows:

- Developing your Program of Work, presented by Roma and Clarissa
- State projects and the badging system, presented by Joshua and Mrs. Christensen
- Effective communication between your officer team/ the liaison system/ parliamentary procedure overview, presented by Kyle, Christine, and Priscilla
- How to use social media, presented by Lauren and Kelsea
- Community outreach and professionalism, presented by Abbie and Venugopal

While at Summit, there will be separate planning meetings for Leadership Development Institute North and South. It is a good idea to talk about pre-Summit workshop idea surveys with your sections to determine what workshops members would enjoy and find the most beneficial.

### National Leadership Conference

The California state meeting will be held on Saturday, June 22 at 4PM. An exact schedule of important dates and times for the National Leadership Conference will be given to the state officer team at a later time. Because State President Venu will not be of attendance, State Vice President representing the Northern Section, Kelsea Whiting, will be taking the place of the president in the state meeting. Every state officer will be of attendance except for Venugopal Chillal, Lauren Cho, and Kyle Tran. The script for the meeting will be created by Dr. Looker. The state cheer will be created by Kelsea Whiting. Every officer is responsible for selling 50 California pins. Each time a sale is made, the officer must tally either one or three pins sold. Money must be placed in the envelope given by Dr. Looker. Once all pins are sold, you must seal your envelope and give it to your section director. We will not be creating a California basket to enter into the NLC Silent Auction.

### **Adjournment**

It was moved by Josh and seconded by Kyle to adjourn the meeting and the motion carried under a unanimous vote. President Venugopal Chillal adjourned the meeting at 3:06PM.

Abbie Linhares

State Secretary