

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

### **State Executive Board Conference Call**

Minutes of September 14, 2020

#### **Call to Order**

The California Future Business Leaders of America Executive Board Meeting was called to order on Monday, September 14, 2020 at 4:34 p.m. 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 2020-2021 officers were present:

Kelsea Whiting, State President

Sanya Jain, State Vice President, Bay Section

Jessica Abarca, State Vice President, Central Section

Trevor Gadsby, State Vice President, Gold Coast Section

Megan Le, State Vice President, Inland Section

Tyler Sprague, State Vice President, Northern Section

Ishaan Sakhrani, State Vice President, Southern Section

Rence Wrysinski, State Secretary

Sahiti Kadiyala, State Public Relations Officer

The advisers Dr. Looker, Ms. Burg, and Mr. Lara; Programs & Events Manager Mrs. Dias; and Business Manager Ms. Christensen were also present.

A quorum was established.

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

The minutes for the August meeting have been distributed. No corrections need to be made to the minutes.

State Secretary Renee Wrysinski will email them to Ms. Sue Christensen to be posted on the CA FBLA website.

#### **Officer Reports**

### Bay Section

The Bay Section released the first issue of the Bay Breeze. They are currently working on creating asynchronous OAT Day workshops for release Tuesday and will hold round tables on Saturday, September 19.

### Central Section

The Central Section is working on planning their OAT Day, which will consist of asynchronous workshop videos focusing on officer positions, leadership skills, competitions, state projects, and general topics that will be posted Monday, as well as live round tables with elevator pitches on Saturday, September 26. They are also working on creating their first newsletter.

### Gold Coast Section

The Gold Coast Section will be hosting their OAT Day next weekend and will have a final prep meeting this week. Their OAT Day will be a live event with activities and networking sessions. They released an issue of The Gold Post last week and are currently posting officer introductions and an OAT Day countdown on their social media.

### Inland Section

The Inland Section will be hosting their asynchronous OAT Day on October 2. Workshop topics will include social media outreach, mental health and wellness, and state projects, and they will also have position-based round tables. Cameron Khansarinia will be speaking at the event.

### Northern Section

The Northern Section is currently planning their OAT Day, which will be held live on September 26 and 27. Content will include workshops and round tables. In addition to planning their OAT Day, they are also working on recruiting new schools and will be posting officer introductions on social media.

### Southern Section

The Southern Section will be hosting their OAT Day Oat on September 26, and it will be a mix of synchronous and asynchronous content. Prerecorded workshops will focus on engagement, recruitment, projects, and outreach, and live roundtables and discussions will be held after these workshops are shown.

### Public Relations

Sahiti is currently working on creating the liaison email with Sway. A date for its distribution has not yet been set. She is also producing graphics for Derrick Levasseur's webinar, the business contact list, and the social media roadmap, all of which she plans to have completed by the end of the week.

### Secretary

The minutes for the month of August were uploaded to the SharePoint, and Renee will send them to Ms. Christensen to be posted on the website. As requested in August, she looked into article submission details for Tomorrow's Business Leader. She will write an LDI summary to be submitted to TBL. She should also reach out to Mrs. Anderson for suggestions of publications with adult audiences in which CA FBLA could be publicized.

## President

Kelsea has been creating the Sway for Derrick Levasseur's webinar on September 25 at 4 p.m. and has a call scheduled with before the webinar to review specifics with him. During this webinar, students will be encouraged to turn on their cameras while asking questions, but have them off when Derrick is speaking to avoid distractions. She will ask pre-submitted questions and then allow questions from attendees and the chat. Sections should share the post from the CA FBLA Instagram account on their respective accounts to better publicize the webinar. It was suggested that a picture of participants could be shared to encourage more members to attend webinars in the future.

Kelsea has obtained lists of public officials and their contact information. This list will be incorporated into the chapter resources committee's database of community service organizations and business organizations that local chapters can partner with.

## **Committee Reports**

### Communications

The communications committee is working on creating the first chapter liaison email. It will contain officer introductions, a form to gather the emails of all chapter officers, an update on state projects, a form to collect best practices, and a list of upcoming webinars and virtual events. This committee also created a terminology sheet summarizing the basics of California FBLA. Dr. Looker commented that she wants resources created by all committees to be accompanied by an explanation of what the resource is for and how it should be used by members and advisers. Also, when sending these resources to Ms. Christensen to be posted on the CA FBLA website, officers should provide an explanation of exactly where they want it to be posted.

### Member Opportunities

The member opportunities committee is working on creating a webinar schedule and industry spotlights. There will not be a webinar hosted in November. The industry spotlights will consist of basic information about the industry to serve as an introduction for new members. One of their main focuses will be creating a social media campaign to publicize the webinars. Dr. Looker emphasized that she wants all resources created by each committee to be high quality.

### Chapter Resources

The chapter resources committee is currently working on creating a series of PDF guides that will focus on chapter management, community outreach, and competitive events. Dr. Looker wants the purpose of each guide to be clear and emphasize there are state projects and achievement programs that members can complete while using these guides. They can also work with Ms. Christensen to take down or modify outdated resources. The guides can be posted on the Instagram to let members and advisers know about them. Renee has created a competitive event recommendation quiz and will send this to Dr. Looker for approval so it can be publicized. Renee is also creating a best practices column in The Californian.

## **Unfinished Business**

## Approval of 2020-2021 State Projects

Officers should review all projects before OAT Day and be familiar with the revisions made so they can explain them to members. They should also remind members that projects should only be completed once and they will get lapel pins. Dr. Looker is working with advisers on the logistics of how to get lapel pins to members. They were not sent to schools in spring. Officers should tell members that they will not be able to submit their projects through the online badging portal immediately, as Ms. Christensen needs time to update it for the new requirements.

Renee and Kelsea will review the chapter projects to determine if they should be updated to be viable with virtual alternatives. The section directors should contact their area March of Dimes representatives on how a fundraiser can be carried out virtually. Ms. Dias proposed selling t-shirts with a portion of the proceeds donated to March of Dimes.

## Webinar Schedule

The upcoming webinars are as follows:

- Derrick Levasseur: September 25<sup>th</sup> at 4 p.m.
- Cameron Khansarinia: October 25<sup>th</sup> at 3 p.m.
- Lisa Feigenbaum: early December

## **New Business**

### State Liaison Email Addresses

The contact lists for the liaison email will be compiled by using registration info from OAT Day so all chapter officers will receive it.

### LDI

LDI will be held in a virtual format on November 14. It will start at 9 a.m. with a keynote, then attendees will participate in workshops, break for lunch, return to workshops, and attend a closing session at 3 p.m. During this first session, attendees should wear professional attire. Workshops will be professionally led, possibly with introductions by state officers. There will be early bird login available for members who want to chat with state officers.

There will be Saturday night entertainment that will tentatively consist of interactive games, networking events, and a talent show, each in 30 minute time slots. This session will have a casual dress code. Entertainment events will be planned by the state officer team. Officers should brainstorm ideas for more activities. Ms. Dias said that a Zumba instructor could be hired like in years past or CA FBLA could contract with a different event company. Events managed by outside companies should be proposed as soon as possible to allow sufficient time for planning. The officer team proposed that this entertainment activity session should be held from 7 to 9 p.m. The registration system could incorporate t-shirt sales into registration that could be worn during the Saturday night entertainment, and the officers agreed that this is a good idea. A reasonable price range for these shirts would be \$15-20. Ms. Dias will work with a graphic designer to get a design and these designs will be shared with the officer so they can vote on which design to move forward with.

Ms. Dias is reaching out to a March of Dimes contact to discuss a virtual fundraiser.

The Department of Education helps CA FBLA pay for events, and there is a fund for videography and technology. Section and state officer introductions could be edited by the production company as a way to use these videography funds. If any officers have ideas on ways to use this money that will improve LDI, they should share them with Ms. Dias. She proposed that state officers could create an introduction video or workshop that would cover the state projects. Sections should save materials or recorded workshops from their respective OAT Days that could be used again in the future.

LDI will cost \$10 for members and will be free for advisers. Ms. Christensen added that an email address will be required for registration, and a personal email address would be ideal to avoid school districts' email filters. LDI will be primarily finalized at the board meeting on October 1 and 2, and information that Ms. Dias needs should be provided to her as soon as possible. The goal for this virtual LDI is to provide a quality experience for all members.

### **Announcements**

All officers should publicize that members must have completed or be currently enrolled in a CTE course in order to participate in a CTSO. Officers should direct questions to Mrs. Anderson. Mr. Lara said that the any student in any CTE course can be a member of any CTSO, but if they want to be an officer in FBLA, they should be in an FBLA-related pathway.

The next State Executive Board Meeting will be held on October 1 and 2 from 4 to 6 p.m. Advisers are required to attend this meeting, so officers should relay that information to them in advance.

### **Adjournment**

There being no further business, President Kelsea Whiting adjourned the meeting at 6:11 p.m.



Renee Wrynski  
State Secretary