

MEETING INFORMATION

Tuesday, September 10, 2019

10:00am to 3:00pm

Arizona Department of Education
3300 North Central Avenue
18th Floor, Room 107
Phoenix, Arizona 85012

HIGH SCHOOL ADVISORY COUNCIL ATTENDEES

Francisco Ortiz y Davis (Non-Voting)	Arizona DECA
Daniel Kelly, Council Secretary (Non-Voting)	Arizona DECA
Robin Palmer, Council Treasurer	Corona del Sol High School
Lorelei Andersen	Betty H. Fairfax High School
John Hay	Peoria High School
Kelly Christman	Tanque Verde High School
Jon Oldfield	Gilbert High School
Heather Castañón	Marcos de Niza High School
Cheryl Shea	Pinnacle High School
Travis Kenyon, Council Chair	Greenway High School
Jeff Samaniego	Millennium High School
Kelly Wright	Mesa High School
Amber Adams, State President	Arizona DECA State Officer Team
Hector Reyes	Arizona Marketing Education Association
Elena Sobampo	Arizona Department of Education
Julie Ellis (Non-Voting)	Arizona Department of Education

MINUTES

I. Welcome

- a. Introductions Francisco Ortiz y Davis
- b. Call to Order Francisco Ortiz y Davis

Meeting called to order at 10:13am.

- c. Overview of Governance Norms Daniel Kelly

Kelly discussed the new Arizona DECA governance structures as outlined in the newly-ratified Constitution and Bylaws, highlighting the differences between the Board of Directors and High School Advisory Council, the need for discretionary confidentiality, and the duty to represent the entire organization in all Council decision-making, not just each Council member's constituents.

II. Appointments

- a. High School Advisory Council Chair Francisco Ortiz y Davis

Ortiz y Davis appointed Travis Kenyon as High School Advisory Council Chair.

- b. High School Advisory Council Secretary Francisco Ortiz y Davis

Ortiz y Davis appointed Daniel Kelly as High School Advisory Council Secretary. Kelly shall be a non-voting member of the Council to prevent a conflict of interest due to his role as an employee of the organization.

- c. High School Advisory Council Treasurer Francisco Ortiz y Davis

Ortiz y Davis appointed Robin Palmer as High School Advisory Council Treasurer.

III. Reports

- a. State of the Chartered Association Francisco Ortiz y Davis

Ortiz y Davis reported that the state of the chartered association is strong. The Executive Director transition has been smooth and Arizona DECA is well-positioned to build upon its momentum and continue to deliver quality events and programming.

- b. Financial Report Francisco Ortiz y Davis

Ortiz y Davis reported that aging accounts have almost been reduced to zero and is confident remaining aging accounts will be paid. Per direction by the Arizona Department of Education, chapter credits for overpayment are now treated as revenue, but can be credited back to the chapter if claimed by them.

Ortiz y Davis reported discrepancies in how revenue and expenses are recorded on the financial statements and noted that he will work with the Arizona DECA Financial Services Team to improve accuracy and transparency on financial statements moving forward.

Ellis directed that the writing off of bad debt must be a Council responsibility moving forward.

MOTION—Castañón moved to approve the financial statements as reported, with the stipulation that spelling mistakes in the financial statements be amended by the Arizona DECA Financial Services Team. Wright seconded. Motion passed with unanimous consent.

MINUTES (CONTINUED)

c. Budget Ratification

Francisco Ortiz y Davis

Ortiz y Davis reported on the 2019-2020 Operating Budget. The budget has not been adjusted since before the Executive Director transition. New items include conference app and advisor portal software. The budget needs amending to exclude the DECA Days with the Coyotes and Suns since those are not offered as events as originally planned. Fall Leadership Conference revenue may be less than estimated due to some school districts being on fall break. The State Staff is considering options to recoup the lost revenue, such as partnering with an FBLA conference to provide an additional option for chapters.

The Council would like to review the Fall Leadership Conference format and amount of offerings per year, potentially increasing to two conferences, but definitely not three as executed in 2018-2019. Kelly recommended tabling this discussion for future Council meetings.

Kelly provided clarification on the advertising prize received for becoming the Arizona Foothills Magazine Nonprofit of the Year. As it is a donated credit, it is not part of the budget. Possible uses include sponsoring the magazine's events, posting advertisements to source community partners and donors, and raising awareness and support for the Muscular Dystrophy Association.

The Council would like to see more efforts geared toward sourcing corporate sponsors, community partners, and donors. Kelly referred this discussion to the Board of Directors.

The Council would like to see an "Appreciation Day" at the State Career Development Conference that would include Career and Technical Education administrators, governance members, and potential corporate sponsors. Kelly recommended tabling this discussion for future Council meetings.

Ortiz y Davis reported on the 2019-2020 Services Payment Schedule. The Council raised concerns over the number of payments and amounts for each. Ortiz y Davis and Kelly clarified that the schedule contains very few new additions but is more transparent than schedules presented in the past. Previous schedules did not provide a total and accurate picture of persons and entities receiving payments. Ortiz y Davis and Kelly reiterated the State Staff's desire to provide greater financial transparency moving forward.

The Council questioned the Assistant to the State Advisor salary. The Arizona Department of Education had been misinformed that the position received both hourly pay and contract payments, which is prohibited by law. Kelly clarified that the position receives only a fixed annual salary, and that hourly rates and itemized amounts shown on the schedule are only used to quantify and justify the total amount, rather than being separately paid. Sobampo recommended adding language to the schedule that clarifies this to prevent future misinformation. Castañón also clarified that the position receives no fringe benefits as opposed to Arizona Department of Education and Arizona teaching positions, and thus is comparable and competitive when looking at parity in total compensation between those positions.

Castañón and Wright clarified that the previous Arizona DECA governing body granted discretionary authority to the Chartered Association Advisor to fill contracts at will. Ellis directed that all future contracts must be reviewed by both the Arizona Department of Education and Council before being filled. Kelly clarified that the previous Arizona DECA governing body appointed him as the signer of the organization, with the advice and consent of the governing body treasurer. Palmer confirmed the clarification.

MOTION—Wright moved to approve the 2019-2020 Operating Budget, and to approve only the services occurring before the State Career Development Conference on the 2019-2020 Services Payment Schedule. Oldfield seconded. Motion passed with unanimous consent.

MINUTES (CONTINUED)

d. Conferences Update

Daniel Kelly

Kelly reported on the 2019 Train the Trainer conference. Arizona DECA sent four delegates: Kelly himself, Mollie Fussell from Shadow Ridge High School, Mary Kavan from Casteel High School, and Ginger Liddell from Payson High School. All four were certified as 2019-2020 DECA Inc. Certified Trainers and developed a statewide mentorship program for new chapter advisors. The trainers will continue to work throughout the year in collaboration with the State Staff to implement the program.

Castañón reported on the 2019 AMPED conference. Arizona DECA sent two delegates: Castañón herself and Mollie Fussell from Shadow Ridge High School. They received a lot of good information and resources from DECA Inc., specifically on the new Project Management Events, and will work with the State Staff to share that information across the state.

Kelly reported on the Leadership at Lost Canyon conference. Almost all survey feedback was very positive. Identified areas of improvement for the State Staff include the logistics of the kitchen work crew, the scheduling of available camp amenities, and better consideration of the capacity limits in session spaces. Kelly reported that behavior was an issue and included many curfew violations as well as instances of female students entering male student dorms and vice versa. The State Staff will work to increase advisors' awareness of their role as disciplinarians at future events.

Positive improvements seen this year from previous years include the full-day professional development sessions, customer service of camp staff, and increased production quality of general sessions.

The Council advised Reyes to consider holding an Arizona Marketing Education Association meeting during Leadership at Lost Canyon. The Council recommended that professional development sessions include work tables for advisors as well as immediate access to the online resources covered. The Council recommended that the State Staff work to obtain more favorable dates for the conference in the future, including potentially scheduling it over a weekend and holding it roughly two weeks later in the year.

e. Program Update

Francisco Ortiz y Davis

Ortiz y Davis reported on the dates for the State Career Development Conference (February 21-23, 2020) and clarified the nature of the contract with the Arizona Grand Resort & Spa. The contract gives the hotel the power to place the conference over any three-day period between February 18 and March 7. The hotel was in verbal agreement to not schedule the conference on a Sunday during that window, but violated that agreement. The State Staff is working with the hotel broker to try to negotiate more favorable dates as well as review alternative sites for hosting future conferences.

Ortiz y Davis reported on the debut of DECA Drop, Arizona DECA's new merchandise subscription box service. Each box is curated by the State Officer Team and is available for purchase by individuals as well as chapters on a one-off, monthly, or annual basis.

Ortiz y Davis reported that payments for membership will now go directly to DECA Inc. instead of to Arizona DECA first. Arizona DECA and DECA Inc. worked together to modify the membership system to allow for direct billing by DECA Inc. This will eliminate the need for Arizona DECA to be a collections agent on outstanding membership fees. Ellis directed that Arizona DECA not penalize chapters for still paying Arizona DECA during the first year of implementation.

MINUTES (CONTINUED)

f. DECA Inc. Update

Francisco Ortiz y Davis

Ortiz y Davis reported on the International Career Development Conference. The Hilton Nashville Airport is the conference hotel and is located between 15-30 minutes from Downtown Nashville. He advised that chapters be cognizant of travel times, especially during rush hour. He also reported that the allotments for School-Based Enterprises and Thrive Academy have been reduced to two slots per chapter. This will be the last year the conference is held in Nashville and will now rotate between only three cities (Anaheim, Atlanta, and Orlando). Kelly clarified that this is because those are the only cities that will fit the conference in terms of the sizes needed for both the meeting spaces and hotel block.

Ortiz y Davis reported that there is no Western Region Leadership Conference this year. In its place, Western Region DECA and Arizona DECA both endorse the Ultimate DECA Power Trip.

g. State Officer Team Update

Amber Adams

Adams reported that the State Officer Team had a successful summer. The State Officer Team has worked on applying what they learned during their training and translating their training into work.

The State Officer Team gathered feedback from members on what kind of activities and workshops they would like to see and is working to integrate those ideas into their Fall Leadership Conference workshops.

The State Officer Team is coming along well on their Program of Leadership and is excited for the year.

h. Arizona Department of Education Update

Elena Sobampo

Sobampo reported that she is working to clean up the certifications for Career and Technical Education programs. Her goal is to first ensure that the certifications that do exist are the right ones and then to begin considering new certifications by reaching out to program advisory councils to begin making the connections between the curriculum and real-world, industry-validated certifications.

Ellis reported that she is working with school districts and Career and Technical Education directors to ensure that missed payments are decreased for all Career and Technical Student Organizations.

Ellis reported that she is working to begin providing Career and Technical Education programs and initiatives that reach the middle school level. To launch this effort, the Arizona Department of Education is hosting a middle school conference on October 30, 2019, at Gila River Arena. All middle schoolers in Arizona can attend and the conference will include four 30-minute sessions on general career pathways, leadership, professional/employability skills, and a Career and Technical Student Organization Expo.

Ellis reports that three Career and Technical Student Organizations have new State Advisors: DECA, FBLA, and SkillsUSA. All three have integrated well and are providing valuable leadership for their organizations.

MINUTES (CONTINUED)

IV. New Business

a. Arizona Department of Education Changes

Francisco Ortiz y Davis

Ortiz y Davis reported that the Arizona Department of Education is prohibiting Arizona DECA from purchasing MBA Research and Competition University for its chapters once current contracts expire at the end of the 2019-2020 academic year (June 30, 2020). The Council signaled disapproval of this decision as both services are highly valuable and utilized by almost all chapters. Ellis clarified that the charter holder authority held by the Arizona Department of Education can veto Council decisions.

The Council recommended that the State Staff investigate ways to leverage its group buying power to allow individual chapters to directly purchase MBA Research or Competition University at Arizona's current discounted rate. The Council also advised Reyes to have the Arizona Marketing Education Association investigate ways it could purchase or facilitate both services for the state.

Ortiz y Davis reported that the Arizona Department of Education intends to dissolve the Assistant to the State Advisor position in its current form upon the close of the 2019-2020 academic year (June 30, 2020). The Arizona Department of Education seeks parity among the Career and Technical Student Organizations. Arizona DECA is the only one with a permanent full-time employee while the others use only temporary part-time interns, typically filled by recent alumni while they are in college. The Council signaled disapproval of this decision. Castañón and Wright clarified that the previous Arizona DECA governing body deliberately wanted a permanent full-time employee as it provides the organization with several key benefits: by being a permanent employee, the organization doesn't have to constantly train someone for the position; a permanent full-time employee can give their full attention to the organization and will likely possess a higher skillset than that of a part-time intern; and a permanent employee has proven to greatly aid in smoothing the past two leadership transitions, such as the one that recently occurred. Ellis reiterated that the Arizona Department of Education can veto Council decisions.

b. International Incentive Prizes

Daniel Kelly

Kelly reported issues with the International Career Development Conference Incentive Prize system as implemented in 2018-2019. Arizona DECA offered prizes to top 20 winners at the conference, but official results for the Virtual Business Challenges only report the top 8 winners. Arizona DECA was not able to officially verify claims from chapters for incentive prizes past the top 8 winners. The State Staff made the decision to pay them anyway, pending a new policy from the Council. Kenyon clarified that the top 16 winners can be identified because only the top 16 move on to the conference in the first place.

MOTION—Wright moved to only award incentive prizes to the top 16 Virtual Business Challenge winners. Castañón seconded. Motion passed with unanimous consent.

Kelly also reported that only around half of qualified prize winners claimed their prize in 2018-2019 and noted that the State Staff will work to ensure that all qualified winners are paid out in the future.

c. DECA Finances

Kelly Wright

Wright reported that her question for this topic was answered during the Financial Report and requested this item be removed from the agenda. Kelly removed the item from the agenda.

MINUTES (CONTINUED)

d. Dress Code

Travis Kenyon

Kenyon sought Council input on the statewide dress code standards implemented at District Conferences and the State Career Development Conference, specifically on requiring neckwear for female students. Kelly referred District Conference dress code standards to each individual district.

The Council discussed either implementing statewide standards to alleviate the financial burden for chapters to provide appropriate neckwear, or to match DECA Inc. standards to better prepare students for competition at the international level. Kelly advised the Council that in order to implement statewide standards, Arizona DECA would have to use gender-specific language, which could prove problematic as non-binary gender students begin joining and participating in the organization.

MOTION—Castañón moved to enforce the DECA Inc. dress code at the state level while removing the language that specifically requires an official DECA blazer and scarf/ascot. Shea seconded. Motion passed with unanimous consent.

Kenyon recommended the State Staff provide a dress code infographic to each disqualified student at the State Career Development Conference that directly identifies the violation.

V. Open Business

a. Ideas and Innovations Forum

Travis Kenyon

Kenyon introduced the Ideas and Innovations Forum as an open window for any Council member to bring any issue or concern not previously discussed during the meeting into consideration.

Regarding the “Appreciation Day” at the State Career Development Conference, Kenyon recommended assigning the day-tripping advisors to facilitate the activity.

Wright reported a request from her district to consider making the State Career Development Conference a two-day conference, instead of a three-day conference. Ortiz y Davis clarified that this would be currently unfeasible due to programming requirements and the contracted two-night room block.

Wright reported a request from her district to review the affiliation membership pricing model to consider the disparity between school districts that use Career and Technical Education funds to pay for membership and those that don’t. Kelly recommended tabling this discussion for future Council meetings.

Ellis reported that FBLA does not pay to use ASU Tempe as a venue and recommended that State Staff investigate the possibility of getting Arizona DECA’s venue fees waived as well.

Kenyon sought Council input on streamlining the State Officer Team election process to end the disenfranchisement of District 7, which is currently excluded from the entire process due their school district not allowing them to stay at the conference hotel. Kelly reported that the State Staff is already considering several ideas to remedy this issue and will provide an update at the next Council meeting.

Christman questioned the current voting delegate allocations and proposed equalizing the amount of voting delegates per chapter. The Council also discussed the opposing idea of removing caps on voting delegates altogether and allowing membership alone to dictate voting delegate allocations. Kelly referred this discussion to the Board of Directors.

MINUTES (CONTINUED)**VI. Closing Business**

- a. Good of the Order
- b. Next Meeting Information

Travis Kenyon
Daniel Kelly

Kelly reported that the next Council meeting will be held on November 5, 2019, at 10am, at the Arizona Department of Education. The first Board of Directors meeting will follow it at a time to be determined.

- c. Adjournment

Travis Kenyon

MOTION—Shea moved to adjourn. Castañón seconded. Motion passed with unanimous consent.

Meeting adjourned at 3:05pm.

Meeting minutes compiled and certified by:

Daniel Kelly
Council Secretary
September 30, 2019