

M-PBEA EXECUTIVE BOARD MEETING

September 29 – 30, 2017

Residence Inn Denver Airport
16490 East 40th Circle
Denver, CO 80011

Minutes

Friday, September 29, 2017

Call to Order

President Carol Sessums called the meeting to order at 6:10 p.m.

Roll Call

Present: Carol Sessums, Sherrell Wheeler, DeLayne Havlovic, Karen May, Christine French, Cathy Tkacik, Vickie Volk, Deb Wolken, Denise Parr, Lori Henneburg, Violet Snell, Caroline Swank, and Matt Maw.

Carol divided the board members present into two groups to begin working on the NBEA Program of Work. NBEA recommend regions review board structure and develop a plan that will indirectly impact membership. The two categories worked on included Category 9: Organizational Collaboration and Category 10: Professional Development and Leadership—Goal: Provide professional development and leadership opportunities for NBEA members. Carol will share our ideas with NBEA.

Karen May shared information about established goals—our responsibility as members is to maintain this viable and valuable organization. Suggestions included--get all board positions filled, reduce the size of the board, and increase membership.

Committee Meetings:

Audit, Archives, and Nominations committee met from 8:15 – 8:45 p.m.

Bylaws, Educator Awards, Policy and Procedures, and Legislative committees met from 8:45 – 9:15 p.m.

Social Media, Publications, and Strategic Planning committees met from 9:15 – 9:45 p.m.

Saturday, September 20, 2017

Call to Order

Meeting was called to order by President Carol Sessums at 8:40 a.m.

Roll Call

Present: Carol Sessums, Sherrell Wheeler, DeLayne Havlovic, Karen May, Christine French, Cathy Tkacik, Vickie Volk, Deb Wolken, Denise Parr, Lori Henneburg, Violet Snell, Caroline Swank, and Matt Maw.

Appointment of Proxies

Denise Parr proxy for Laura De La Cruz, Karen May proxy for Lori Hauf, and Matt Max proxy for Kara Hill.

Reading & Approval of Minutes

Minutes were presented, corrected, and approved.

Treasurer's Report

The treasurer's report was presented by DeLayne for Jodi Dierks. Transition of financial records from previous treasurer and new treasurer have been completed. The current checking account balance as of August 31, 2017 is \$3,923.64. The current money market account balance is \$13,648.40. NBEA payment of \$779.29 was sent to the treasurer. Report provided.

The completed 2016-17 budget report was presented. Expense vouchers were distributed to board members. Report provided.

Officer Reports

9.1 – President – Report presented by Carol. Reviewed the program of work, membership report sent by Chris, finalized fall board meeting, correspondence with DeLayne and Lori, reviewed the policy and procedures, reviewed the hotel convention contract, attended CBE/CMEA conference and finalized travel plans to attend the KBEA conference and SBEA in Savannah, GA. Printed report provided.

9.2 – Past-president –Printed report provided by Lori. Attended the M-PBEA conference in Bismarck ND; served on the planning committee and assisted with the conference; organized files and materials to hand down to the incoming President; attended the North Dakota CTE conference and met with the NDBEA committee; presented the ND members with updates as to what is happening at the regional level; agreed to serve on the NBEA Awards committee for another 3 year term; assisted the president in planning the fall board meeting; started to plan the LDI session that will be held at the M-PBEA conference in Omaha; and E-mailed the secretary to see which board members terms are expiring.

9.3 – President Elect – Report presented by Sherrell. Updated the 2017-18 Directory, updated the Awards application documents and sent to Toni to post on the website and working with the New Mexico Business and Technology Educators to possibly bring a proposal for a future M-PBEA Conference. Printed report provided.

9.4 – NBEA Director’s Report presented by DeLayne. During the 2017-2018 academic year, the NBEA Executive Board met in Baltimore during the NBEA national convention, March 26-28 and in the fall during the weekend of November 3-4, 2017 in Baltimore, MD. Printed report provided.

9.5 – M-PBEA Membership Director’s – Report presented by Chris. Since the Executive Board meeting in June, Chris conducted the following activities: Requested current and lapsed membership lists from NBEA each month; updated and maintained regional membership database; sent M-PBEA President, NBEA rep, and state membership directors a membership update e-mail each month along with an updated spreadsheet of lapsed members and recently renewing lapsed members; sent state membership directors themed recruitment materials each month; sent state membership directors a monthly membership initiative/reporting form and infographic; sent NBEA membership committee a regional report of membership recruitment activities (based on monthly initiative); submitted membership form and article for Fall issue of Notes & Quotes; notified NBEA headquarters of members who are retired and/or no longer teaching business; provided recruitment materials to state membership directors to use at conferences/meetings (as requested) and sent Constant Contact message to members about online newsletter. Printed report provided.

Ex-Officio Member’s Reports

9.6 – Leadership Award – Printed report provided by Sandy. Updated 2017 Leadership Award Nomination form for the 2018 form; created committee membership list with contact information; sent email to committee members to verify contact information--Committee members for 2017-18: o Sandy Braathen (Chair), Pat Arneson, Connie Lindell, DeLayne Havlovic, and Karen May; planning to include article and nomination form in winter Notes and Quotes; will ask M-PBEA Webmaster to post nomination form on website and March 1, 2018 is the deadline for nominations

9.7 – Archives – Report presented by Denise. Scanned M-PBEA History 1952-1988 book and uploaded to archives, mailed hard copy to NBEA, and obtained and uploaded 2017 Convention program, registration & LDI participants, and Leadership award pamphlets. Printed report provided.

9.8 – ISBE Representative – Report presented by Cathy. Future Conferences are 2018 will be in Iceland and 2019, the US Chapter is preparing a proposal to host the 2019 conference. We will hold a teleconference meeting October 5 for review proposals. Action Plan--An Action Plan was designed by an Executive Committee and adopted by the ISBE Board. The plan encompassed recruitment, retention, and communication. Specific topics were developed in each area that could be implemented. Emphasis right now is communication and spreading the word. I know Matt Maw has received a promotional item for the newsletter. Membership--No update requested by me. As of April 5, ISBE membership is 384. This number is down from 427 members in March 2016. The Mountain-Plains region had 38 ISBE members and Cathy brought greetings and encouraged ISBE membership at a session at M-PBEA and at the Colorado Business Ed conference on September. Reminder, ISBE membership approved the budget for 2017-2018 which included a dues increase to \$35. Printed report provided.

9.9 – Newsletter Editor – Report presented by Matt. The fall newsletter was posted online for membership in September 2017. Thank you to everyone who submitted articles and was able to share with our members. Chris French was contacted to send a Constant Contact to let me members know of publication. Postcards were not mailed as has traditionally been done. The next issue of the Notes and Quotes will be posted online in middle January. An email will be sent out to board members reminding them to submit articles by mid-November. Postcards will not be mailed out for the winter issue. A postcard will be sent for the spring edition along with election instructions. Members are encouraged to write articles and submit them prior to the deadline to be included in the next issue. Printed report provided.

9.10 – Legislative – No report provided. The vacant position has not been filled at this time. A reminder that all states need to provide their convention attendees with a legislative session at their annual conference.

9.11 – NBEA Publications – Report presented by Jean – Peter F. Meggison, will serve as Publications Committee Chair; No EBEA Representative has been announced since Peter moved to the position of Chair; Jean Condon, M-PBEA; Ruthann Williams, NCBEA; Pamela Scott Bracey, SBEA; No WBEA Representative. No new communication has been received since the June 2017 MPBEA Board meeting report. Printed report provided.

9.12 – Website – Printed report provided by Toni. Updated website with 2017 M-PBEA award winners including Share-An-Idea winners; published Fall Notes & Quotes to site; added updated 2018 M-PBEA award forms; made some updates to directory, but need more information, especially state changes; will add M-PBEA Leadership form and conference updates as received; added Google analytics back to re-designed site pages; top page views are for (in order) conferences, board, awards, newsletter; most recent 30-day active users is 144 (recent newsletter published); Viewing device is 87 percent desktop, 11 percent mobile, and 2 percent tablet; and send any website updates to Toni Landenberger via email to tlandenb@gmail.com. Discussion included redefine the tab on the website for Newsletter and creating a link at the top of the Awards page to the Awards application form. Recommendation to have the state president send the link to all state members and to have an announcement created on the webinars.

9.13 Social Media – Report presented by Karen May. Received access to Twitter account; began tweeting and following others; met for NBEA Strategic Planning; discussed membership and what we could do in social media for reaching out for new members; set a goal of 2 tweets per day (tweets go to Facebook and 2 retweets a day; continue to work on meeting goals; not currently meeting them; although some days I tweet more than 2; met with new Technology committee; discussed starting an NBEA tweet chat; and discussed topics. Printed report provided.

Ad Hoc Committees

9.14 – Journal Editor – Printed report provided by Carol Wright. Journal Status: Next journal expected to be published September 2018; application submitted to be listed in Cabell's Database. If approved, it can take a

year to be listed; and call for papers to be sent out for the first time fall 2017. Proposed theme for Journal: Action Research: Innovative Practices in the Business Education Classroom.

9.15 – Fundraising – Report presented by DeLayne. Total money received was \$1,075 in the fundraiser at MPBEA Conference in Bismarck. Exceed the goal of \$1,000. Thank you to all board members for contribution of prizes and selling/buying tickets.

State Membership Representatives

10.1 – Colorado – Report presented by Caroline. See written report. Contacted current and potential members at CATE and CMEA/CBE events. Promoted regional and national conferences.

10.2 – Kansas – Report presented by Lori. See written report. NBEA membership list indicates 105 members. A major change to the KBEA bylaws to include a two year term for past-president, president and president-elect.

10.3 – Nebraska – Report presented by Deb. See written report. Exploring additional avenues to contact current, lapsed, and potential members.

10.4 – New Mexico – Report provided by Laura. See written report. The goal is to increase membership 100%.

10.5 – North Dakota – Report presented by Vickie. See written report. Attended national, regional and state conferences this year. Had a successful MPBEA Conference in Bismarck.

10.6 – Oklahoma – No report and no representation.

10.7 – South Dakota – No report and no representation.

10.8 – Texas – Report presented by Violet. See written report. Contact members who were possibly affected by Hurricane Harvey as well as e-mail or call “just to check on” members and thank them for their loyal membership.

10.9 – Wyoming – Report submitted.

Conference Reports:

7.5 – 2016 Conference – North Dakota – Report presented by Vickie. A profit of \$4,778.54 was made at the MPBEA Conference in Bismarck. North Dakota Business Education Association should receive \$477.85 for hosting the conference. Great job! The last conference we made a profit was 2014.

7.6 – 2018 Conference - Nebraska – The conference will be held at the University of Nebraska at Omaha, Mammel Business Building from June 10 through June 13, 2018. Rooms will be at the Courtyard Marriott which is right across the street from the Mammel Business Building. Are you interested in Social activities—what time more engaging activities or sit and visit; business tours—BC/BS, Hudi; TDamartrade; certifications? QuickBooks, Personal Finance? Adobe? Open lunches? Registration fee--\$150? Keep the fee the same? Two meals—included in the registration fee.

7.7 – 2019 Conference – Possible proposal by Colorado in June 2018.

2020 Conference – Possible proposals by New Mexico and Texas in June 2018.

Committee Reports

9.13 Social Media Report presented by Karen. Karen and Lori met for the social media committee. Karen is sending out 2 tweets per day on Twitter and 2 retweets per day. She is trying to generate conversation, but not getting a lot of response. We are needing to add followers. Discussed adding Instagram and LinkedIn accounts, but if we do this, Karen will need someone to help with this, as it is very time consuming. Also discussed giving the account names to membership directors to send out to current and new members in order to encourage joining our network. Karen will push posts around registration time for convention.

9.16 – Audit – No report provided. An outside audit is being completed.

9.17 – Educator Awards – Report presented by Sherrell. Recommendation from the Educator Awards Committee include: announce applications on website and are updated; will contact previous nonwinners to see if they want to resubmit; and get newsletter message, constant contact and email state presidents. Judges from Texas, Oklahoma, Canadian Providence and Colorado.

9.18 – Bylaws – Reading a bylaws change during new business. Adding new position social media and conference oversite committee, changes other works not correct. Send to a motion at this meeting and voted on in June.

9.19 – Policies and Procedures – Report presented by DeLayne. Changes to your duties should be sent to DeLayne by the end of October. Added duties of Social Media position and Advertising Guidelines. Review proxy procedures. Prepare ISBE representative duties in the policies and procedures manual to be voted on in June.

9.20 – Legislative – Report presented by Deb. Important to fill this position. This position is an advocacy position and should be emphasis.

9.21 – Membership – Report presented by Chris. See written report. Membership as of August 11, 2017: 642 professional members, 7 student members, and 18 retired members. New professional members since June 2017: 30 members. Our membership goal is 1,067 per NBEA. Chris will send a previous year lapsed membership list to the board members. She will designate lapsed members each board member to contact.

9.22 – Nominations – Report presented by Vickie. Looking for secretary, regional membership director, and president-elect. Compile a list of the last LDI members to select a secretary; the committee will forward a potential candidate for president-elect to Lori; and regional membership director

9.23 – Publications – Report presented by Jean. The newsletter deadlines are being met. A journal will not published this year.

9.24 – Share-an-idea—Printed report provided by Coordinator, Diane Karlsbraaten.

9.25 – Strategic Planning – Report presented by Carol. Carol reviewed the NBEA Program of Work.

9.26 – Conference Oversight Committee – no report provided.

9.30 –Archive – It was noted that Notes & Quotes Newsletter is published on website back to 2005 editions. These newsletters will be downloaded and archived to the Google Drive; from 2005-2013 will be asked to put in a folder to shorten the long list on the website, but the folder still access them. It was decided that the Google drive archives should be zipped and the zip file be put on the web server for a backup at the end of the Archivist's term. This zip file is for a backup stored on web server, not to be a part of the hosted site; and some

of the files in the Google drive were noted that renaming for consistency should be done as multiple people scanned and it will make the organization easier.

Unfinished business

- a. Registration fee vote for 2018 Conference. A motion was made by DeLayne and seconded by Denise to set the registration fee for the 2018 M-PBEA Conference at \$150 per attendee for early registration and \$170 for regular registration. Any adjustments to this would be requested to the executive committee. Motion passed.

New Business

- a. Virtual Meetings. A motion was made by Sherrell and seconded by Lori to have virtual committee meetings prior to our September board meeting. Continue with the face-to-face meeting with a virtual option. Motion passed. Karen May will help facilitate the committee meetings.
- b. 2019 & 2020 Conferences—Colorado will bring a 2019 proposal to the June board meeting; and New Mexico and Texas will bring a proposal for the 2020 conference at the fall board meeting.
- c. Bylaw changes—the bylaws committee proposal the following bylaw changes:
 - P37 – 2 Article V, Section 2: Strike Conference Planning and add Conference Oversight.
 - P47 – 7 Article VI, Section 2: Add Social Media Chairperson.

A draft of the proposed changes was forwarded to Secretary, Jean Condon. Ten member's signatures (DeLayne Havlovic, Lori Henneberg, Deb Wolken, Vickie Volk, Cathy Tkacik, Karen May, Violet Snell, Matt Maw, Chris French, and Sherrell Wheeler) were also provided. Seconded by DeLayne. Vote will be at the June board meeting.

- d. Policy and Procedures manual changes – see committee report. Sherrell of the Educator Awards committee made a motion and seconded by Cathy that the awards application form be changed on #3 so they must be submitted digitally. Motion passed.
- e. 2018 NBEA Convention Update
 1. State President-elects Training—Wednesday morning
 2. Membership Directors Training—Friday morning at NBEA
 3. Informal Board Meeting—get a room, Wednesday after the opening session
 4. Silent Auction—MPBEA will make a \$75 contribution; goes to promote marketing

Adjournment

The meeting was adjourned by President, Carol Sessums at approximately 3:00 p.m.

Respectfully submitted,

Jean Condon
Executive Secretary