**Severna Park High School Business Advisory Board**

**Meeting Minutes**

**April 9, 2024**

1. Welcome/Introductions:

In attendance: Annie Houghton, Kim Marie Walker, Jim Cleveland, Lindsay Abruzzo, Tom McGinn, Nancy Jackson, James Henson, Susan Gallagher, Matt Wyble, Dustin Angelo

1. Financial Literacy Week Recap - James Henson, Terry Grant and Dustin Angelo
   1. Follow-up: James shared a brief video recapping FL week. What worked: panel, financial algebra class, trivia (students were VERY engaged); giveaways; great information was shared.
   2. Areas to be improved for next year:
      1. Panel guests were great but we need to have more structure and topics to guide the discussion. The panel was an advisory lesson for grades 11 and 12 in auditorium; should consider doing a similar event for the lower grades later in the week.
      2. Parent Night had good information but was poorly attended (19-20 people) - need to start promoting it better and sooner; bring the same speakers back next year (?); need to focus on how to get more people through the events.
      3. Trivia was the best part and should be daily next year.
      4. Need to reevaluate Falcon Block speakers – low attendance – 0-4 students attended each; consider changing the topics to make them more exciting to students to draw them. E.g., focus on college; renting/buying a house; sports angle. Activities need to be more engaging for students, more than just slides.
      5. Solicit ideas from students now for next year via a Google form or promote during lunch periods. Provide a list of options plus an ”other.”
      6. Alternative to surveying the students, identify some engaging topics. E.g., Matt does Credit 101 using a variety of formats – lecture, video, Q&A, activity where students have to guess a credit store. Also suggested crypto, internships/ networking, how do 18-year-olds start to build credit. James will discuss with Matt.
      7. Speakers need to focus on engagement – they know their subject matter but don’t necessarily have teaching skills. Speaker preparation should include guidance on how to keep their presentations engaging.
2. BAB Funds
   1. Current balance is $38.08
   2. Donations – The donation solicitation we conducted two months ago resulted in 2 donations.
   3. Yearly activities requiring funds: ~$500 for Pastries with Professionals events; Mock Interviews refreshments, Marketing Me event, Financial Literacy, website maintenance, Advisory lessons, Business Partner of the Year plaque (~$80)
   4. How can we solicit more donations? The solicitation letter as well as the BAB website should include a list of activities requiring funding, and donors could have the option to donate for a specific activity or to a general BAB fund. Annie and Kim will prepare a list with costs for each activity. Letter/website could have a sentence about each event and a link to photos from last year’s event.
   5. Donation link for current BAB members to use and share with others that may donate: <https://osp.osmsinc.com/AnneArundel/BVModules/ProductTemplates/Bvc2013/Product.aspx?productid=A2013-VAR149>
3. BAB  Website  - Jim Cleveland <https://sphsbab.org/>
   1. Traffic: 49 visits in last 30 days; since redesign several years ago, total of 791 visit (avg. 16 visits/month)
   2. Purpose: provides information to get people to want to join; contact information; event information.
   3. Cost effectiveness/alternatives (priority is cutting cost; we need to identify options):
      1. The current domain cost is about $250/year. Are there more cost-effective alternatives?
      2. Godaddy has a basic plan that would meet our needs and would be $45-$50 less than our current plan. The more functionality we want, the more it would cost (e.g. scheduling capability would increase cost). Many providers offer a free or cheap initial membership and then increase costs with increased functionality.
      3. Another option is to redesign and connect the BAB page to sphs.org site through the AACPS website. Currently there is a BAB tab under the parents’ tab at sphs.org that has minimal information about the BAB (no specific event information), a link to the sphsbab.org website, the interest form, and a statement to contact Annie for further information.
      4. Is it feasible to have the computer technology web design class develop a new BAB website as a class project? Could link that webpage to the SPHS website. Per Annie: issue that the class meets one semester only; so next year’s class would not be involved. Might be possible to have the class assist at the beginning, but not be responsible for maintaining it.
      5. Free google site?
      6. WIX?
      7. Send additional suggestions to Jim; he will research.
   4. Function and Usage:
      1. The website is our business card – it should be key to keeping the BAB visible and sparking interest among parents and the business community.
      2. Current site functions like a bulletin board; is not interactive. The interest form on the page has never been used by anyone.
      3. Add videos of BAB members making announcements, sharing info about BAB and events - visitors should see people and not just written words.
      4. Another purpose: to announce and promote events.
      5. Key is to share and update information, and to keep the BAB sign-up form in the forefront. Must have ways to drive people to the website.
      6. Target audience: students, parents, current members, local businesses.
      7. Often posts are last-minute; need to set due-dates for info so they can be promoted properly.
      8. The school website has lots of links to lots of websites. Who supports them? SPHS website is run by the school media specialist. Annie can’t add to it. Annie will find out who supports the individual web pages.
4. Purposes of BAB - Kim Walker and Annie Houghton
   1. BAB members should be leading events/activities.
   2. Please complete this form to identify the purposes of the BAB: <https://forms.gle/YujCuyJotWmSwUEP8>. Please address how you think we’re meeting the goal, and other ideas of what else we could do.
5. Next Meeting: Date needs to be moved: the May meeting is scheduled for election day (May 14), and the June meeting is scheduled on the last day of school (June 11). We agreed to hold one more meeting this school year, an in-person meeting on Monday, May 13 at 9 am.

**Action Items:**

* Review website <https://sphsbab.org/>
* Share donation letter [BAB Donation Letter](https://docs.google.com/document/d/1DuaC4I1pFxgIoigzdkUGQdmt9bfLxTCX/edit?usp=sharing&ouid=112957350623276043343&rtpof=true&sd=true) and [Donation Link](https://osp.osmsinc.com/AnneArundel/BVModules/ProductTemplates/Bvc2013/Product.aspx?productid=A2013-VAR149)
* Complete the [Purposes of the BAB Form](https://forms.gle/YujCuyJotWmSwUEP8)

**\*Please complete these tasks by Tuesday May 7 so that we may compile responses and prepare for our final meeting of the year on Monday, May 13, in person at 9am.**