



Business Professionals of America
Minutes
Board of Trustees Meeting
Tuesday, September 24, 2019
7:30 pm (CST)

CALL TO ORDER

Chair, Cedric Bandoh, called the meeting of the Business Professionals of America (BPA) Board of Trustees (BOT) to order at 7:30 pm (CST).

ATTENDANCE

Present: Cedric Bandoh, Chair; Natasha Smith, Vice Chair; Athena Frank, Treasurer; Debbie Darnell, Secretary; Angie Benson; Dianne Carroll; Nate Credit; Amy Hollingsworth; Cassandra Lindo, Post-secondary President; Amy Riddle; Emily White, Secondary National President; Shauna Williams; Evan Wolff; and LouAnn Ross, Executive Director

Absent:

Guests: Heather Bunning; Amber McNew; Patrick Schultz; and Jonathan Smith.

OPENING REMARKS

Cedric Bandoh, Board Chair, welcomed Dianne Carroll to her first board meeting. He acknowledged the BPA Mall with a shout out to Heather and Patrick. He appreciates all the work and logistics to make this happen. Cedric thanked the staff for making all things they are doing happen.

CONSENT AGENDA

Minutes from August 27, 2019 Regular Board Meeting

Education Department Report (located at end of minutes)

Amber McNew, Director of Education

Leadership Development Report (No report)

Bridgette Bethea, Director of Leadership Development

Member Services Department Report (located at end of minutes)

Mark Burch, Director of Member Services (Report given by Patrick Schultz)

Strategic Programs & Experiences Department Report (located at end of minutes)

Jonathan Smith, Director of Strategic Programs & Experiences

Marketing & Stakeholder Engagement Department Report (located at end of minutes)

Heather Bunning, Director of Marketing & Stakeholder Engagement

Technology Integration Department Report (located at end of minutes)

Patrick Schultz, Director of Technology Integration

The motion to approve the consent agenda was made by Natasha Smith and seconded by Angie Benson. Motion was adopted.

NEW BUSINESS

Post-Secondary Division Update (located at end of minutes)

Cassandra Lindo, National Post-Secondary President

Secondary Division Update (located at end of minutes)

Emily White, National Secondary President

Treasurer's Report

Athena Frank, Treasurer

Athena reported that the August financials have been provided. She noted that the marketplace inventory is over \$2,000. Next month more membership dues should be appearing.

Education Update (located at end of minutes)

Amber McNew, Director of Education

Cedric welcomed Amber in her new role.

Member Services Update (located at end of minutes)

Mark Burch, Director of Member Services

Gender-Neutral Dress Code Policy

Athena Frank moved to accept the Gender-Neutral Dress Code policy. The motion was seconded by Nate Credit. Motion was adopted.

National Center Update

Dr. LouAnn Ross, Executive Director

Everyone at National Center is working collaboratively and very hard. LouAnn just returned from Austin, Texas after attending the ASAE (American Society of Association Executives) CEO conference. The new 2019-2020 Sponsorship package is ready. She is working on a survey for NBAC in ways to really engage them. ACTE reached out to introduce us to wonderful partners—Asia Global Workforce and Facebook Education. The National Coordinating Council contacted an attorney and a letter was sent to Education Rising. Education Rising continues to have discussions with the Council and asking them how they meet the criteria.

Tentative Agendas for Upcoming Meetings

October 29, 2019 Regular Board Meeting

Cedric Bandoh, BOT Chair

Strategic Programs & Experiences Update

Academic Integrity Policy

Code of Conduct & Ethics Policy

Strategic Long-Range Plan Progress Update

Executive Session

The Board of Trustees moved into executive session at 8:27 pm CT.

The Board of Trustees moved out of executive session at 9:02 pm CT.

Cedric Bandoh reported out that the Board of Trustees approved the request from the Executive Director to use a one-time amount of \$10,000 for moving expenses related to the relocation of the National Center and DC office.

Adjournment

Meeting was adjourned at 9:04 pm CT.

Debbie Darnell, Secretary

REPORTS and UPDATES

EDUCATION UPDATE

Amber McNew, Director of Education

First of all, I am completely honored to be serving our organization, our students and advisors as the new Director of Education.

These first three weeks have been filled with learning and more learning. I have spent time with each staff member learning more about their ‘why’, their roles, and how I can best serve their needs and add value to their areas of expertise.

With an October 1st goal to release regional exams, my time is spent auditing exams, creating a more uniform appearance, and fixing errors. Right now is catch up time and there is a lot to clean up and revise.

The Director of Technology, Patrick Schultz and I have been working together nonstop to align the initiatives upcoming for the 2019-2020 membership year.

We have scheduled monthly meetings with our CEAC chairs along with meetings for the entire CEAC group.

MY 90 DAY PLAN:

Moving forward, things will be much different. However, these first three months there is a lot of work to be done that in the future will be done much sooner. My goals for the next three months are:

- Release the state exams by November 1st
- Gather historical information and stakeholder feedback, evaluate the outcomes and analyze data to develop a system for test authoring and auditing practices that is seamless and effective for long term success
- Develop and foster relationships with core partners, SAAC and CEAC members to recruit the best authors to develop innovative and rigorous assessments with the highest quality for our students
- Gather feedback from CEAC members on areas that need improvement and listen to their ideas and concerns to help create a robust education platform
- Gather feedback and suggestions from SAAC members on how I can best support them in their role as they lead their individual states
- Identify the strengths and weaknesses of our education program and seek new ways to better serve our members and advisors
- Work with staff and stakeholders in the development of an education strategic plan to best meet the needs of our members in connection with our overall vision
- Begin building resources for our students and advisors to strengthen the education platform and provide them with more opportunities to learn and grow (practice tests, project samples, professional learning)

UPCOMING EVENTS:

MBA Research Conclave in Louisville, Kentucky (October 4-7)

The Academic Integrity Policy still needs to be updated to reflect the questions and concerns brought forward.

MEMBER SERVICES UPDATE

Mark Burch, Director of Member Services

Action Items for Consideration

Based on the information outlined in this report, I would greatly appreciate the Board of Trustees consider taking action on the following items:

Revise dress code policy to reflect gender-neutral

Current 2019-2020 Membership Data:

- Middle Level Division = 53
- Secondary Division = 3,818
- Post-secondary Division = 406
- National Virtual Chapter = 13
- New Chapters Processed = 56
- Total = 4,290

Local Advisor Resources Created

We released several short video tutorials to help local advisors register members within our Membership Registration System:

- How to Register Members Individually / Manually
- How to Import Members From Last Year
- How to Import Members From CSV file
- How to Register Members for Virtual Events

National Virtual Chapter Welcome Guide:

We developed a resource dedicated to recruiting and welcoming new virtual members. This document is attached to the end of my report.

Gender-Neutral Dress Code Policy

One of the primary purposes of our organization, which is written across our divisional bylaws reads:

To unite in a common professional bond without regard to race, creed, sex, disability, age, sexual orientation or national origin of students enrolled in classes with business employment as their objective.

Even though the LBGT remains about 1% nationally, my experience as a state advisor provided evidence that our organization does indeed have members within this community. In order to fully support the primary purpose outlined above, we must consider allowing all members freedom of expression and provide them with our unequivocal support in regard to the dress code.

My recommendation would be to remove the designation of appropriate attire for “men” and “women” within our dress code policy. Please see suggested revisions attached to the end of this report.

Professional Dress Code

Opening, Second and Awards Sessions, all competitive events (judged, non-judged & open), Campaign Rally, Caucuses, Workshops, National Leadership Academy:

- Dress slacks, dress shirt, and tie
- Pant or skirt suit
- Suit, dress shirt, and tie

- Dress skirt or dress slacks with coordinated blouse and/or sweater
- Sport coat, coordinated dress slacks, dress shirt, and tie
- BPA blazer with dress skirt or dress slacks with blouse or sweater
- BPA blazer with dress slacks, dress shirt, and tie
- * Dress shoes with dress socks or dress sandals with heel are required
- * Skirt length may be no greater than two inches above the top of the knee
- * This excludes all denim for any of the above

Casual Dress Code

Tours, Special Events and Exhibit Hall:

- Sportswear (jeans), pants, and shirt, t-shirt, and shorts
- * Footwear required with all of the above

The following are deemed unacceptable during BPA activities:

- Strapless, spaghetti straps, tube tops, halter tops, midriff tops.
- Spandex, lycra or transparent clothing.
- Cut-offs or ragged clothing.
- Clothing with inappropriate words and pictures.
- * Swim suits must be covered with appropriate attire while in any area except the swimming pool or designated sunbathing area.

Recourse: Members refused entry to any event will be given the opportunity to change into appropriate attire immediately and participate / compete in the event. Having changed into appropriate attire, member will join testing in progress; no additional time will be provided for time missed.

Officer Attire and Professional Dress

(Local Chapter Handbook)

Officer Attire

In order to promote a professional atmosphere, BPA has specific attire for its officers. The following is an outline of the proper officer attire:

1. Navy blue blazer with official BPA logo patch placed on the left chest pocket.
2. Only the membership pin should be worn on the left lapel. No other pins or accessories should be worn on the left lapel.
3. The following items can be worn on the right lapel of the navy blue blazer:
 - Highest officer pin
 - Highest earned torch pin
 - One earned merit scholar pin
 - Name badge
4. The following apparel shall be worn to accompany the navy blue blazer:
 - Dress slacks, dress shirt, and tie
 - Dress skirt with coordinated blouse and/or sweater

The official dress of the organization is professional and is in keeping with the conservative nature of business attire.

National BPA Virtual Chapter Welcome

On behalf of National BPA, welcome to the National Virtual Chapter!

We are so excited that you have made the decision to “Capitalize Your Future” by joining us for

the 2019 – 2020 membership year. Our goal is to ensure that we provide you with the necessary resources and tools to help maximize your long-term success. This is accomplished by “Giving Purpose to Potential” to all members, combining your educational journey with real-world experience.

Here are some of the many programs available to you as a dues-paying National Virtual member:

Student Certification Series

- Enhance your knowledge of BPA
- Helps prepare you for competitions
- Learn about community service through our BPA Cares Program
- Learn how to boost your resume through our Torch Program

BPA Webinar Series

Join our presenters and participate in the discussion on various topics, from BPA information to our partnerships with business and industry leaders from across the country.

Elect Chapter Officers

You'll have the opportunity to work and communicate with other National Virtual Chapter members. Get to know one another and elect those who you feel are best equipped to lead our chapter.

WSAP Competitive Events

Virtual members have the opportunity to compete in any event offered under our WSAP program and can advance directly to National Leadership Conference, without having to qualify at regional or state conferences.

Virtual Competitive Events

Virtual Competitions are available at the National level only and are open to all BPA student members for an additional cost. The cost is \$10.00 for individual events and \$20.00 for team events.

The purpose of the national virtual events is to support BPA students who want to compete in a national event, but have limited resources available to pay for expenses associated with attending the National Leadership Conference.

The virtual events available for the 2019-2020 membership year are:

- Virtual Multimedia & Promotion – Individual
- Virtual Multimedia & Promotion – Team
- Software Engineering Team
- Web Application Team
- Mobile Applications
- Promotional Photography
- Virtual Cybersecurity/Digital Forensics
- Start-up Enterprise Team
- Financial Portfolio Management Team

Torch Awards Program

Participating in the Torch Awards Program builds a rich catalog of service and leadership

experience to be proud of. Complete activities within the seven different Torch categories designed to promote career development and personal growth. Depending on your level of accomplishment, you will be awarded a certificate and pin commemorating your accomplishment.

BPA Cares Program

Get involved in your community with service learning, promote BPA in your everyday endeavors, and recognize those who have impacted your life through the BPA Cares Program. Best of all, your selfless work can be recognized at NLC!

Run for National Office

Do you love BPA? Do you want to make a difference in the organization and the community? Run for BPA National Office! Interact with members from across the country by campaigning at NLC, spread your vision, and join an elite group of members who share the same goals as you. Additional benefits include, but are not limited to:

- National Membership pin & Membership card
- Access to partner discounts and programs
- Scholarship opportunities
- Information and resources from sponsoring colleges, universities, and much more

The following partner programs are currently only available for Secondary Division virtual members:

Virtual Business Challenge (Sponsored by Knowledge Matters)

Test your business management and accounting skills individually or as a team in this online accounting simulation for a chance at winning the top prize of \$1,000! Winners will receive recognition at the National Honor Awards during BPA's National Leadership Conference.

Bank On It Tournament (Sponsored by Start Here, Go Places)

Think you're an accounting whiz? Prove it! Put your accounting knowledge to the test in this ultimate online accounting challenge. Attend Business Professionals of America's National Leadership Conference to challenge fellow BPA members to a game of wit, wisdom, and ambition. You will have a chance to advance to the final round of bracket play and at taking home a top prize in this epic accounting competition.

Stukent Social Media Marketing Challenge (Sponsored by Stukent)

Test your social media marketing skills by managing a budget in simulated ad dollars for a fictitious global company. Challenge yourself to write targeted social media ads, perform demographic targeting, measure KPIs and create the perfect social media marketing strategy for your chance to win top honors. The top three overall participants will have the chance to be recognized at BPA's National Leadership Conference.

K12.com

At this time, I am awaiting a follow-up response from Adam Ewing, Senior Director of Strategic Partnerships. Following the BOT meeting in August, I immediately sent him the updated membership dues for virtual members, as well as other programs and resources. I had heard

nothing back, so I sent another follow-up email on September 20, 2019. I am hoping to hear something back soon. There are a couple of primary reasons for the delay in my opinion. First, the person I was initially working with, Mr. Robert Owens left K12, so this potential partnership got thrown in the lap of Mr. Ewing. The other issue is overall timing. Conversations seemed to be progressing in early July, seemingly only waiting on the final cost of virtual membership dues. Unfortunately, I was unable to attend Summer Meeting to stress the importance of getting this item approved. Please know that I am making every effort to cultivate this partnership.

Tennessee

In connecting with Mr. Steven Mitchell, he is planning to share information with CTE teachers regarding Independent Chapters and our National Virtual Chapter for the 2019-2020 membership year. We are hoping to provide a full presentation to their CTE division following the school year.

West Virginia

We have received no new chapter applications or virtual members from West Virginia at this time. I have my calendar marked to follow-up with those that showed interest in early October.

Virtual Membership

The total numbers are in my full report, but here is a list of states where we currently have virtual members: California, Georgia, Kansas, Utah, Virginia, Washington

Director of Strategic Programs & Experiences

Jonathan Smith
Board of Trustees Report

During the month of September, I have spent a considerable amount of time assisting the Director of Member Services, given my previous experience with those responsibilities. Some of the major milestones include preparing the Membership Registration System for the new membership year, as well as launching the annual BPA Webinar Series.

I have also tapped into the “experiences” part of my role, testing and providing feedback on the various initiatives envisioned by the Director of Technology Integration and Director of Member Services, and implemented by DLG, in order to ensure that the member registration process is a seamless and relatively easy process for our local chapter advisors.

From September 9-12, I attended the annual IMEX Conference in Las Vegas, NV. IMEX is an exhibition show for worldwide incentive travel, meetings, events, and conferences. Meeting planners like myself attend IMEX for the opportunity to meet with vendors and hotels from across the country, and while there I was able to have some informative conversations with potential venues and service providers for future years. I also spent time having conversations with venues in which we have future business already contracted, discussing our programs and how they are evolving. One exciting meeting I had was with American Airlines in order to secure a third airline discount option for attendees of the 2020 National Leadership Conference. After having reestablished their group discount program, American Airlines will now join Delta Air Lines and United Airlines in discount offerings to BPA membership. IMEX is always a great opportunity to engage the events industry, so I’m grateful that Marriott provided the support and sponsorship in order to make these meaningful connections happen.

I also traveled to Orlando, FL in order to do a site tour of Disney's Coronado Springs, given we have contracted that hotel for the 2021 National Leadership Conference and will make our first official visit there as an organization at Summer Meeting in 2020. While in Orlando, I will review the contract with the sales team, discuss opportunities that will benefit the program, and attempt to secure an additional 300 guest rooms from the hotel's newly built tower in order to mitigate the need for additional off-site overflow accommodations. Also, while in Orlando, I am touring several overflow options for NLC 2025 given the need for more rooms that year, and in doing so will be able to seek appropriate opportunities for NLC 2021 should we not be able to secure the necessary rooms from Coronado Springs.

Director of Marketing & Stakeholder Engagement Board Report

Fall Membership Mailing & Membership Promotional Video

- Both the Fall Membership Mailing with NLC membership poster and the BPA Membership Promotional Video have been released to the members and we are starting to see some increased engagement and excitement around these two marketing resources. Both resources are also available on the bpa.org website in the NLC HQ section for easy access and download by all visitors/members. If you have not yet seen the new BPA Membership Promotional Video, I encourage you to view it on our YouTube channel at: https://www.youtube.com/watch?v=fcimi3K_HqE&t=33s

Student Engagement

- I was honored to be invited to meet with the Alaska BPA State Officers recently through the wonderful use of Zoom technology as they work on their programs and services for the 2019-2020 membership year. I hope to be able to provide support and assistance to them throughout the year as they may call upon me.
- The utilization of Zoom virtual meeting technology has truly opened up a new avenue for the National Center Staff to meet with students and advisors whether at a chapter meeting, in class, at an officer meeting or other. I hope that this is something we can continue to promote to the membership as being available. Many of the National Center Staff would like to be able to engage more with our members and technology like Zoom opens up the door for us to do so.

Branding and Marketing

Branding

- The next phase of support by the National Center for the logo transition was completed the week of September 16 when we were able to deliver Statesman Starter Packages to each State Association. These starter packages included a supply of Statesman Torch Pins and Certificate foil seals based off of the total number of Statesman Torch Award recipients reported in each state for the previous year. We have also provided a certificate template for use which is consistently aligned with the certificate prepared at the National level for Ambassador.
- We have been able to secure lower pricing on the new torch pins as a result of not having restrictions with EGroup any longer on this product. Wizard Pins is the only approved vendor for the Torch Award Pin series. We began working with Wizard Pins following the 2018 NACAC (National Association of College Admission Counselors) conference that we attended. For NLC in 2019 we worked with them on a few trial projects and their customer service, product quality and pricing were very positive. They have been able to offer us low pricing. National Center still does receive royalty on sales that are placed directly to the National Center. However, in an effort to maintain quality standards, they are the only authorized vendor for this product at this time.

- I have continued to work with State Associations and Chapters to offer guidance/assistance on logo usage questions as well as providing chapter logo packages to advisors who have reached out inquiring.
- I receive and respond to inquiries about the brand/logo/marketing/communications daily and the response has been positive from those communicated with.
- I am continuing to work on the chapter logo packages and we are distributing those when completed. I am also uploading chapter logo packages to the appropriate State Association Google Share Drive so that the State Advisors have each package as it is produced. We are continuing to address high priority chapter needs as they come in on a case-by-case basis.
- I recently communicated with the three Post-secondary chapter advisors in Puerto Rico and delivered their specific Chapter Branding Packages to them, provided them with an update on the logo and brand guide and offered assistance to them through the new transition. I have heard back from the advisor for UPR San Germain and also received outreach from the chapter president.
- I also continue to receive Alternate Vendor Approval Applications and process those on a case-by-case basis.

Marketing

- The BPA Mall is officially open for business and we've received our first couple of orders. We hope to continue generating buzz and having consistent communications and messaging on social media and through other email communications like THE SOURCE to raise awareness and spread the word about the BPA Mall.
 - I have been working with the National Officer Team on a social media poll promoting hoodie designs. We will be adding a new hoodie to the BPA Mall and have asked the membership to let us know which design of three offered they like best. Once the results are in, we will move forward with at least one if not two designs to add to the BPA Mall. We have received great pricing from Barefoot on the hoodies and as a result, we will be able to keep the sales price at \$30 per hoodie.
- I have been working with Patrick on finalizing the new BPA Trade Show Booth Display and it is expected to make its debut at the MBA Conclave in Kentucky the first week of October. We'll have this display with us at different conferences and events throughout the year as another way to showcase BPA.
- I have been providing support and design assistance to states and chapters for marketing resources that include their specific logos for use. I have assisted the following states and chapters over the past month:
 - Idaho BPA (Secondary resource)
 - Kansas BPA (Post-secondary resource)
 - Indiana BPA (Secondary and Post-secondary resource)
 - Weslaco BPA Chapter, Texas (Secondary resource)
- We continue to build out our marketing resources as well and in the coming weeks we will have a new all-inclusive membership brochure to market all three divisions of BPA for chapters and states to print and use.
- I am excited to be working with Brigette Bethea, our Director of Leadership Development on a new Leadership Blog and live tweet-up series she will be doing throughout the year. Her first blog was posted to the bpa.org website on September 18th and her first live tweet-up will be held on October 2nd. We encourage all of our board members to help us spread the word and

participate if you are able. Brigitte will tackle a new topic on leadership every other month and engage members in a live tweet-up to discuss each blog the week after release.

BPA.org Website

- I am continuing work with Patrick on content review and updates to the BPA.org website and NLC HQ section of the website as we move into the new membership year. This involves review of all sections of the website and updating images, content and dates as appropriate.

Director of Technology Integration Report

Patrick Schultz, Director of Technology Integration

Executive Summary

Since the last BOT meeting, my focus has been on finalizing and deploying the WSAP Guidelines on September 1, 2019, the on-boarding of the newly hired Director of Education, Amber McNew, updating the www.bpa.org website to align to the initiatives upcoming for the 2019- 2020 membership year, and advocating for partner support via numerous on-site and virtual discussions. A detailed breakdown of progress, including an action item for consideration, follows below.

Technology Department Update

State Association Website Update

The following State Association websites are under development:

- Texas
- Idaho
- Montana
- Alaska
- Wisconsin
- Kansas
- Iowa
- Ohio
- Indiana

BPA Online Store

In collaboration with my fellow staff members, the BPA Online Storefront has launched and we are currently accepting orders. This online store contains approximately twenty (20) products including overstocked items from the 2019 NLC and National BPA branded items available for purchase.

Learning Management System Update

- The LearnBPA LMS development is ongoing with the first two courses being the Student Certification Series Level One and the Advisor Certification Series. Both of these are expected to launch no later than October 1, 2019.
- Potential Partners have been identified for additional content, including but not limited to: MBA Research (Ethics and Ethical Leadership)

Recent Events (Month of September)

- **National Association of Parliamentarians (NAP) Biennial Convention Las Vegas, Nevada September 4-8, 2019**

I had the opportunity to attend the NAP Convention with National Post-secondary Vice President, Teren Smith. During the convention, Teren was able to participate in multiple parliamentary procedure workshops and did a tremendous job advocating for BPA amongst representations from multiple other CTSOs. Additionally, I had numerous discussions with NAP representatives on how we can strengthen the BPA/NAP partnership.

BPA Webinar Series

September 12, 2019

I presented the WSAP Overview/Update webinar with the help of moderator, Mark Burch. As a general note, all of the webinars in the BPA Webinar Series, formerly known as Webinar Wednesdays, are recorded live and posted on <https://bpa.org/events/webinar-series/>

Upcoming Events

MBA Research Conclave

Louisville, Kentucky (October 4-7, 2019)

I will be traveling to Louisville, Kentucky for the MBA Research Conclave to not only exhibit, but to present two sessions on the topic below. In addition, to exhibiting and session presentations, I will be road mapping the integration of MBA Research curriculum into the LearnBPA LMS with various MBA Research staff. The curriculum that has been identified was developed by MBA Research as part of a grant they received through the Daniel's Fund (<https://www.mbaresearch.org/index.php/component/k2/item/530-daniels-fund-workshop-handouts>).

Topic: Advancing CTE Student Opportunities/Offerings through CTSO Engagement Description: Attendees will learn about Business Professionals of America and the year-round opportunities that it presents for students in business, finance and technology pathways.

Information will be shared about opportunities in virtual and non-virtual competitive events, year-round professional development, industry certifications, program advocacy, branding, business partnership cultivation and so much more!

POST-SECONDARY DIVISION REPORT

Cassandra Lindo, National Post-Secondary President

STUDENT CERTIFICATION SERIES

- Collectively, the Secondary and Post-secondary Teams have worked together to complete the content for the modules within the first level of the Student Certification Series.
- We are now going to work with Mr. Schultz to get the content uploaded for our members to work view and start completing.
- We are also working with Mrs. Bunning to create promotional content for social media to make members aware that the modules have been uploaded to our website and how to easily access the content.

- The majority of the content for the second level of the Student Certification Series is completed. Once we receive all comments from the staff, we will be able to record them and put together the videos.

INDUSTRY LEADERSHIP CONFERENCE

- A survey was distributed and promoted for members of the Post-secondary and Alumni division to fill out. We had some responses from chapter advisors, state advisors, and other members that we think is valuable and would like to take into consideration when drawing conclusions from the survey. We had the survey open for a week, and are now reviewing the results to determine the best path for the Industry Leadership Conference.
- The Industry Leadership Conference Committee held its first official meeting and will continue to meet to complete the work required to successfully hold the conference.
- We have received multiple donations from board members, staff, and others within the BPA community that will cover the scholarships that we intend to give out during the conference. We are continuing to look for partners and sponsors who can bring either monetary or industry value to the event.

SOCIAL MEDIA PROMOTION

- Collectively, the Secondary and Post-secondary Teams along with Mrs. Bunning to utilize social media more effectively. The team has planned out a schedule to begin utilizing Snapchat again.
- We have been able to hold multiple polls on social media to promote BPA products, and make them aware of webinars, buddy officers, and other opportunities. This has been a great way to get members engaged.
- We posted an announcement asking members to tell us what “Capitalize Your Future” means to them, and we got numerous video submissions. We have been working on formatting these videos to post and promote members/chapters.

MEMBERSHIP ENGAGEMENT

- We have been able to spotlight Post-secondary members and chapters and members on social media.
- Research has been done looking at different newsletter templates and design websites that we hope utilize to begin sending out updates to Post-secondary members.
- We’ve reached out to individuals and businesses and have raised over \$250 towards our National Officer Scholarship fund that will be awarded to members at the National Leadership Conference in May

SECONDARY DIVISION UPDATE

Emily White, National Secondary President

Enhancing Membership Engagement

Student Certification Series Level 1 & Level 2 (Joint Goal)

- We divided ourselves into focus groups for the two levels.
- All audio files, scripts, and PowerPoints were reviewed, edited, and used to create the final videos for Level 1. Level 1 videos need uploaded to BPA.org and a release announcement will be planned.
- PowerPoints and scripts for Level 2 are currently being reviewed. Following review, audio will be recorded and videos will be compiled.

Torch Award Program Promotion (Joint Goal)

- The National Officer Team's recommendations to add new activities to the Torch Awards Program were accepted.
- We explained and promoted the Torch Awards Program in the Level 1 Certification Series.
- Social media has been used to promote #TorchTuesday.

BPA Cares

- We explained and promoted the BPA Cares Award Program in the Level 1 Certification Series.
- Social media has been used to promote BPA Cares.

Innovate Member Opportunities

National Officer Scholarship Fund

- Fundraising request materials have been created, reviewed, and shared with the entire team (including Post-secondary).
- Our goal is to have each officer made initial contact with at least eight total potential donors by the end of September. In addition, our fundraising goal is to have raised \$250 each by the end of September.

Recognition Opportunities

- Several spotlights have been posted on social media, however we need to monitor this goal more closely to ensure success.

BPA Shares

- All categories have been reviewed for clarity and have been sent out for review by the National Officer Team, Ms. Bunning, and Ms. B.

Buddy States (Joint Goal)

- National officer buddies have been shared on social media. We are VERY excited that many members have already begun to reach out to us from our buddy states! Our initial contact with our buddy states is currently being prepared. After its review, each national officer will invite conversation with their buddy associations.

Fostering Advocacy Opportunities

Communication & Resources (Joint Goal)

- Our advocacy letter template is being produced and will need reviewed before sharing with the team.
- Our team goal is to contact one community leader/elected official monthly, beginning with September.

National Leadership Conference

Promotion & Planning (Joint Goal)

- We have started to brainstorm ideas for several aspects of NLC!

Modernizing Online Communications

Social Media

- We have unified templates that will be used on social media soon!