



**Business Professionals of America  
Minutes  
Board of Trustees Meeting  
Tuesday, August 27, 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; Amy Hollingsworth; Cassandra Lindo, Post-secondary President; Amy Riddle; Emily White, Secondary National President; Evan Wolff; and LouAnn Ross, Executive Director

Absent: Nate Cradit; Shauna Williams

Guests: Heather Bunning; Mark Burch; Ken Cookson; Patrick Schultz, and Jonathan Smith

**OPENING REMARKS**

Cedric Bandoh, Board Chair, welcomed everyone to the 2019-2020 school year. Local chapters have been active on social media with the Capitalize Your Future theme.

**CONSENT AGENDA**

**Minutes from Annual Summer (July) 2019 Board Meeting**

**Technology Integration and Education Updates (located at end of minutes)**

*Patrick Schultz, Director of Technology Integration*

**Member Services Update (located at end of minutes)**

*Mark Burch, Director of Member Services*

**Strategic Programs & Experiences Update (located at end of minutes)**

*Jonathan Smith, Director of Strategic Programs & Experiences*

## **Marketing & Stakeholder Engagement Update (located at end of minutes)**

*Heather Bunning, Director of Marketing & Stakeholder Engagement*

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

## **NEW BUSINESS**

### **Post-Secondary Division Update**

*Cassandra Lindo, National Post-Secondary President*

They are working on Industry Summit project plan. Updates on summit will be coming. The Project Plan is located at the end of these minutes.

### **Secondary Division Update**

*Emily White, National Secondary President*

The officers are working on their Program of Work—student certification series. (Level 1 and Level 2) They are working on content for Level 2. Level 1 will be released by September 1. The team is raising \$250 for the scholarship fund. They are working on BPA Shares to integrate into website, and social media platforms.

### **Treasurer's Report**

*Athena Frank, Treasurer*

Athena reported that we finished under budget for July.

### **Virtual Membership Dues**

*Mark Burch, Director of Member Services*

Mark recommended that for students in non-chartered BPA states, reduce the membership cost to \$14.00 to match national membership dues for both (S) and (PS) members. Athena Frank moved that we approve the recommendation. Seconded by Cassandra Lindo. Motion adopted.

### **Technology Integration and Education Updates**

*Patrick Schultz, Director of Technology Integration*

Patrick highlighted his report which is located at the end of these minutes.

### **CRM/MRS System Development**

*Patrick Schultz, Director of Technology Integration*

Patrick recommended that National BPA contract DLG Enterprises, Inc. to complete the required custom software development. DLG Enterprises, Inc. has a rich history with our organization and an understanding of our current policies and procedures that would take years to explain to a new development firm. If approved this would be launched for the 2020-21 year.

Athena Frank moved that we approve the recommendation. Seconded by Natasha Smith. Motion

adopted.

### **State Association Support for Brand Transition**

*Heather Bunning, Director of Marketing & Stakeholder Engagement*

Heather highlighted her report including the \$500 for states to transition to the new logo which is located at the end of these minutes.

### **National Center Update**

*Dr. LouAnn Ross, Executive Director*

Dr. Ross appreciates and thanks all of the work from the staff during this transition time. The new Director of Education, Amber McNew, will begin September 1. She is a guest of Marriott Global to attend ACTE conference. She has been invited to write three grants.

### **Tentative Agendas for Upcoming Meetings**

#### **September 2019 Regular Board Meeting**

*Cedric Bandoh, BOT Chair*

Member Services Update

Dress Code Policy Update Recommendation

### **Executive Session**

The Board of Trustees moved into executive session at 8:44 pm CT.

They moved out of executive session at 9:44 pm.

Cedric Bandoh reported out that the Board of Trustees approved the appointment of Wisconsin State Advisor Dianne Carroll to the vacant state advisor representative on the board. This is for the remainder of the unexpired term (2017-2020)

Athena moved to accept the appointment. Angie Benson seconded. Motion approved.

The Board of Trustees consulted with our attorney regarding maintaining the principal office in Columbus, Ohio.

### **Adjournment**

Meeting was adjourned at 9:45 pm CT.

Debbie Darnell, Secretary

*Approved September 24, 2019*

# REPORTS

## Director of Technology Integration and Education Department Report

Provided to: National BPA Board of Trustees

Provided by: Patrick Schultz, Director of Technology Integration

There has been a lot of movement and follow-through on the changes and recommendations discussed during Summer Meeting. The following bullet points and descriptions are meant to be executive summaries of progress made to the BPA platform from the Technology and Education departments.

### Technology Platform Updates

#### State Association Websites

Multiple State Associations have requested National BPA themed websites. The process of either migrating content or developing website from scratch is estimated to take between four (4) to six (6) weeks (provided content is supplied) with all websites being processed simultaneously. The following State Associations will be on the National BPA (web platform and storage), again free of charge to the State Associations, in the near future:

- Texas (In progress)
- Idaho (In progress)
- Montana (initial Meeting in September)
- Alaska (initial Meeting in September)
- Wisconsin (initial Meeting in September)
- Kansas (initial Meeting in September)
- Iowa (initial Meeting in September)
- Ohio (initial Meeting in September)

#### Customer Relationship Management (CRM)

Leveraging the power of the current BPA Website Platform, a CRM solution has been installed and enabled for tracking of donors, volunteers, judges, exhibitors, and other additional key partners/sponsors.

- Data will be collected and entered throughout the 2019-2020 Membership Year

#### LearnBPA Learning Management System (LMS)

The LMS is developed and ready for courses to be developed. The following courses are the first to be piloted in LearnBPA:

- Student Certification Series (Estimated launch: September 1<sup>st</sup>, 2019)

- This is a multi-level series as outlined by the National Officer Team report
- Includes a professional templated delivery of content.
- Advisor Certification Series (Estimated launch: October 1<sup>st</sup>, 2019)
  - Curriculum Lead: Brigette Bethea
  - Includes a professional templated delivery of content.
- Potential Partner Course: Precision Exams: Testing Center 101
  - The purpose of this content to is provide information on becoming a Precision Exams testing center.

**LMS functionality is included, but not limited to:**

- Discussion Boards
- Custom Quizzes (Assessments)
  - Multiple Choice
  - True/False
  - Fill-in-the-Blank
  - Short Answer
- Certificates of Completion
- Badges (future addition that will link to the BPA Gateway for members to show off their earned badges).
- Required Video Content – Video assignments (resources) must be watched in entirety to be eligible for completion.

**BPA.org / DLG Enterprises Application Program Interface (API)**

I have been working with DLG to develop a custom API so that National BPA can leverage all aspects of our own data that is housed within the DLG systems. The following functionalities will greatly enhance the opportunity for National BPA to expand and connect to additional systems (mobile apps, other websites, etc...) in the future:

- User Authentication
  - Members will be authenticated (proof of membership) in our own [www.bpa.org](http://www.bpa.org) website. This will allow members using the LearnBPA LMS and BPA Gateway to login in without having to visit the DLG System.
- Data Sharing
  - Member data (including registered competitions, password updates, associated chapters, etc..) can now be displayed in a secure way in our own BPA.org platform.
- BPA Gateway & LearnBPA LMS
  - The BPA Gateway, in the near future, will be the one-stop shop for all member resources. Again, the API will allow user verification to the DLG system.

**National Website Updates**

- The transition from the 2018-2019 Membership Year to the 2019-2020 Membership

Year is a constant transition. A multiple-staff member team approach is currently underway to identify information requiring updates including: logo changes, theme re-designs, and general content

- Within the next six (6) months, the BPA.org website will transition into an organizational marketing tool and all member resources and other critical member information (WSAP Guidelines, LMS, etc..) will transition to the BPA Gateway.
- No analytical metrics (Google Analytics Report) is being providing at this time due the start of the new membership year. This data will be produced in a future report.

### **West Virginia CTE Presentation (July 28-August 1, 2019)**

I traveled to Charleston, West Virginia to meet exhibit and present at the West Virginia CTE Conference for Business Educators. During this time, I spoke with approximately 75 instructors and educated them on the full BPA Platform. Points of high interest were becoming Independent Chapters, Virtual Membership, and participation in the Virtual Event platform.

### **Selected to Present at ACTE Vision**

National BPA has been selected to exhibit and present at the annual ACTE Vision Conference in Anaheim, California, December 5<sup>th</sup>. Below is the presentation overview:

**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!*

## **Selected to Present at NICE K12 Cybersecurity Conference**

National BPA has been selected to exhibit and present at the annual National Initiative for Cybersecurity Education (NICE) K12 Cybersecurity Education Conference in Orange Grove (Anaheim area), California, December 8<sup>th</sup>. Below is the presentation overview:

**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!

## **Additionally, NICE will be exhibiting at the 2020 NLC.**

Washington DC Travel (NICE Working Group Meeting - August 11-12, 2019)

I was asked by the National Initiative for Cybersecurity Education to attend their bi-annual strategic planning meeting. During these meetings, I represented National BPA by advocating for CTSO engagement and education by highlighting the National BPA platform, Career Technical Education (CTE) opportunities, competitions available, and many other talking points.

## **BPA Online Store**

Launching in September, The BPA online store is our own internal ecommerce solution developed in-house and maintained by National Staff. This online store contains approximately twenty (20) products including overstocked items from the 2019 NLC and National BPA branded items available for purchase.

## **Education Platform Update**

**Updates to the Workplace Skills Assessment Program (WSAP) and multiple other documents (based on the Recommendation Report) have been the focus of the Education Department since Summer Meeting. Specifics updates are provided below:**

- The WSAP will be finalized and ready for deployment on BPA.org and other various secure locations on September 1, 2019.
- All known outstanding authoring payments resulting from the authoring of 2020 Competitive Events have been paid.
- The authoring contract and authoring packet have been updated to reflect earlier deadlines and clearer directions for the following:
  - Authoring exams (including utilization of the WSAP Leveling Documents for each contest)
  - Required Authoring Deadlines, including, contract termination (null and void language)
- A document has been created and distributed to CEAC and SAAC highlighting all WSAP changes that will be occurring in the 2019-2020 Membership Year
  - See Appendix A – 2020 WSAP Overview Changes
- The final Recommendation Report was emailed to CEAC, SAAC, and the BOT on August 1, 2019.
  - See Appendix B – Recommendation Report (for your convenience)
- The first monthly meeting in the new CEAC meeting structure took place on August 8, 2019. This meeting covered updates and progress on the finalization of WSAP audits and review of the Academic Integrity Policy Draft Language.
- Per 2019 Recommendation 823: An Academic Integrity Policy has been developed and will be posted in the WSAP Guidelines.
  - See Appendix C – Academic Integrity Policy
- A HUGE thank you goes out to all of the hard work, time, and dedication all members of CEAC have contributed within the past six weeks. Without their efforts re-auditing exams and even re-authoring some exams we would not be where we are today.

### **Appendix A – 2020 WSAP Overview Changes**

<http://bit.ly/BPAwsapchanges>

### **Appendix B – Recommendation Report**

<http://bit.ly/BPArecommendations>

### **Appendix C - Academic Integrity Policy (For PROGRAM's COMMITTEE REVIEW)**

<http://bit.ly/BPAAcademicPolicy>



## Director of Member Services Report

*Provided by Mark Burch*  
Board of Trustees Meeting  
August 27, 2019

### 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:

- Reduce National Virtual Chapter membership dues to \$14.00
- Revise dress code policy to reflect gender-neutral

### 2018-2019 Virtual Membership Numbers

We finished out the 2018-2019 membership with a total of 76 virtual members, which makes up .017% of our overall membership. Total revenue generated was \$1,207.00. The National Virtual Chapter had 13 of the 76 virtual members, which made up 17% of virtual membership.

Here is a breakdown of virtual members by division:

- Middle Level = 1
- Secondary = 31
- Post-secondary = 44

Here is a breakdown of State Virtual Chapters with members:

- Minnesota (PS) = 24
- Massachusetts (PS) = 11
- Ohio Virtual (K12) = 11
- Texas (S) = 5
- Montana = 4
- Texas (PS) = 4
- Texas (ML) = 1
- Illinois (PS) = 1
- Ohio = 1
- South Carolina = 1

As the data shows, virtual membership at this time has a very minimal impact on our organization in terms of total members and generated revenue.

### Who is eligible to register as a virtual member?

Any Middle Level, Secondary, or Post-secondary student that does not have access to a local chapter within a BPA chartered state, or resides in a non-chartered BPA state. They must also hold an interest and be enrolled, or has been previously enrolled in a business, finance, information technology, and/or marketing related education field.

### Current Virtual Membership Model

For student members in a chartered BPA state that offer a virtual chapter, the student member pays the same amount as other student members within that state. The cost per student member is \$14 for national dues, plus any applicable state dues that each chartered state collects, which on average is \$10.00 per student. This makes the total average cost \$24.00 per student member.

For student members in a non-chartered BPA state, the cost is \$25.00 to join the National Virtual Chapter.

Recommended Virtual Membership Model for 2018-2019

- No change for chartered BPA states that have a virtual charter.
- For students in non-chartered BPA states, reduce the membership cost to \$14.00 to match national membership dues for both (S) and (PS) members.

Why do we need an updated model?

In today's technology driven world, combined with increased violence in schools, online learning is becoming a more common option for students. In 2017-2018, there were more than 400,000 students enrolled in online classes in grades K-12. The majority of virtual members do not have access to local chapter funding or fundraising raised by local chapters, so being part of our organization can be very costly for them. Here are a few additional reasons:

A lower membership fee will keep us more competitive with other CTSOs in regards to price and allow us to grow across all divisions.

A consistent price structure will allow us to have conversations with potential partners like K12.com, KIPP Academy, and various other online charter schools

In order to accomplish this, we must explore the possibility of adjusting our virtual membership model. This adjusted model would allow us a greater opportunity to partner with online virtual schools, as well as students at the post-secondary level, that do not have access to a local chapter.

It is time for our organization to capitalize on our future by partnering with this growing student population to increase our footprint and help positively impact the lives of so many more students!

Recommended Virtual Membership Model for 2020-2021

I am in the process of meeting with all SAAC members individually to receive feedback and learn about any concerns they have with the recommended model outlined below. After all feedback has been collected, a final recommendation will be brought forward.

Require that all virtual members be registered under National Virtual Chapter

Virtual members from a chartered state would be added to the total membership numbers for each chartered state.

Virtual membership dues options being discussed.

All virtual members ONLY paying National membership dues of \$14.00.

All virtual members paying National membership dues of \$14.00 & National BPA reimbursing chartered states \$4.00 per virtual member.

All virtual members paying National membership dues of \$14.00 & National BPA reimbursing chartered states the applicable state membership dues.

Who would serve as the advisor for virtual members?

Director of Member Services, Mark Burch or State Advisor of chartered state; or both.

Benefits for virtual members

They receive all of the same rights and privileges as all other student members including, but not limited to:

Scholarships

BPA Cares

Torch Program

WSAP Program

Virtual events

National Leadership Conference

Industry certifications

Develop a strategic marketing plan designed to target students at K12 online schools, colleges, universities, and all other post-secondary educational entities.

Digital resources delivered to all prospective students

Social media plan (updates, success stories, prizes, etc.)

Staff visiting and networking with potential schools in their area

Attending conferences associated with online learning, colleges, etc.

### 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 LGBT 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 regards 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.

### West Virginia CTE Conference

We had a presence at the West Virginia CTE conference by managing an exhibitor booth and giving the full BPA presentation to more than 75 CTE educators (Special “Thank You” to Mr. Patrick Schultz for attending as I was unable to travel). More than 40 educators stopped by our booth expressed interest in starting a BPA chapter. We have followed up with each of them and provided the steps necessary to start an Independent or Virtual chapter.

### Local Chapter Handbook

The Local Chapter Handbook has been updated and will be posted on our website on Wednesday, August 28, 2019.

### Individual SAAC Conversations

I am in the process of scheduling calls with every SAAC member to further cultivate the relationship, learn how we can best support their state, brainstorm ideas on how to advance our organization, and get their feedback on the following topics:

Would they be in favor of all virtual members being housed under the National Virtual Chapter starting with the 2020-2021 membership year.

Would they be in favor of eliminating the annual BPA membership pin starting with the 2020- 2021 membership year.

The expense associated with this pin exceeds \$20,000 annually.

Many students never receive from local advisor or lose the pin long before NLC.

Money could be shifted to new projects that add more value for students.

A follow-up questionnaire is being sent to make sure we have a record of all responses to these questions.

As of August 20, 2019, I have 6 SAAC members that I am still trying to set-up calls with.

#### New Chapter Applications

All New Chapter Applications have been cleaned up and processed. We have already added 25 new chapters for the upcoming 2019-2020 membership year.

#### K12.com Update

Mr. Schultz and myself plan to give a presentation to K12 following the August 26, 2019 Board of Trustees Meeting. Our hope is that getting National Virtual Membership dues lowered to \$14.00 per member will help with getting more K12 schools on board.

#### KIPP Charter Schools Update

I am continuing to follow-up with their Executive Director and Chief Learning Officer, but have received no response to date.

#### Tennessee Update

Tennessee has hired a new CTE Director, Mrs. Sarah Williams, so things have slowed a bit as she transitions into her new role. I plan to reach out again in September to gauge interest and push Independent & Virtual Chapters.

#### Alumni Update

We held the first Alumni meeting of the year on July 29, 2019 and scheduled all meetings for the year.

September 19, 2019 @ 7:00p CST / 8:00p EST

November 21, 2019 @ 7:00p CST / 8:00p EST

January 23, 2020 @ 7:00p CST / 8:00p EST

March 19, 2020 @ 7:00p CST / 8:00p EST

April 9, 2020 @ 7:00p CST / 8:00p EST Alumni Executive Committee:

President – Darlene Uren

President-elect – Andrea Leal

Secretary – Cody Gervasi

BOT Alumni Representative – Angie Benson

Bylaw Committee Chair – Devin Alexander

NLC Committee Chair – Jake Taylor

## **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.

# Jonathan Smith, Director of Strategic Programs & Experiences Board of Trustees Report

August 27, 2019

## Summer Meeting

Total Attendance: 64\*

- Board of Trustees: 11
- Classroom Educators Advisory Council: 27
- National Business Advisory Council: 3
- State Association Advisory Council: 19
- National Staff: 7
- Guests: 3

\*Total attendance reflects the number of individuals in attendance at Summer Meeting. The succeeding breakdown indicates the number of stakeholders present for each category, and will be a higher number when added together due to cross-group roles.

## Strategic Programs & Experiences Update

The annual Summer Meeting was a success, with 64 organizational stakeholders having convened on National Harbor, MD in July. During this time I had the opportunity to meet with my counterparts at the Gaylord National in order to discuss NLC 2020, and finalize the room rate. I'm pleased to announce that the Gaylord has agreed to a \$16 rebate per actualized guest room per night, with a final room rate of \$285 plus 18% tax per night. This rebate will help off-set the cost of NLC and will assist in funding organizational programs that we offer.

I also met with several partners and vendors during Summer Meeting in order to discuss the next membership year and our needs for NLC 2020:

- **Sarah Norris, ACCESS DMC:** we met last year during IMEX for the first time, so we were able to reconnect in D.C. and discuss our conference needs in detail. We have worked with ACCESS consistently since 2018, and they will likely handle our tours and special event at NLC.
- **Ken Barber, Arrow Technologies:** I contracted Arrow Technologies to handle our printer and copier needs for Summer Meeting, which saved the organization 77% in costs over what would have been charged if we had worked directly through the hotel. I plan to utilize Arrow's services for our copier needs for NLC 2020.

- **Owen Hamilton, Conference Direct:** we discussed my concerns with NLC 2019 logistics, and how we can improve upon that experience for the upcoming conference, as well as what our specific needs for NLC 2020 might be.
- **Calvin Mata, SMERF Events:** I contracted SMERF Events to handle our audio visual needs for Summer Meeting, which ended up saving the organization over 50% in costs over what would have been charged if we had worked directly through the hotel. I gave Calvin a broad overview of our NLC needs, and will likely bid out audio visual to see if we can obtain a similar significant cost savings.

Since Summer Meeting, I have spent time compiling information regarding the NLC hotels for SAAC as requested, and provided a summary so as to allow them to make informed selections on their housing preferences for their respective state associations. Their selections were received, and the assignments have been made based on the 2020 NLC Rotation. The assignments are below:

- **Gaylord National Resort & Convention Center:** AK, DE, ID, IL, IN, IA, KS, MA, MI, MN (PS), MT, NM, OH, SC, TX
- *AC Hotel National Harbor: MN (S)*
- *Residence Inn National Harbor: FL & WI*
- *The Westin Washington National Harbor: OK*

I have also been a part of the conversations regarding the Fall industry summit we anticipate to host. I'm excited about the prospect of holding our first summit in Chicago, with the assistance of Dr. Nate Cradit and the generosity of National Louis University. As more plans get underway, I will begin sourcing hotels for a group room block and looking at other logistics, as well.

Lastly, coming up in September, I will be attending the IMEX Conference for a second year. 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 will be looking for future conference venues, as well as other companies that will support the many facets that go into the National Leadership Conference. It was through attending IMEX last year that we found the vendor that provided our conference app, as well as the vendor that handled our tours for NLC 2019. Thanks to the relationship we have with Marriott International, I have once again been sponsored as a "Hosted Buyer", which means attending the conference comes at no cost to the organization, as they provide airfare, hotel accommodations, and conference credentials.



# **Director of Marketing & Stakeholder Engagement Board Report**

August 20, 2019

## *Fall Membership Mailing*

- The Fall Membership Mailing and NLC membership poster have been finalized and sent to the printer for production and distribution. We are on target to have the Fall Membership Mailing drop the first week of September which will put us on schedule with when chapter advisors will be receiving the mailing.

## *Branding, Trademarking and Marketing*

### *Branding*

- I have been working 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.
- Patrick set up an online request form for chapter advisors to complete and we have been managing those requests as they come in.
- Patrick also set up an online Vendor Approval form for state and chapter advisors to assist in streamlining the review and approval process for vendors.
- I receive and respond to inquires 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.

### *Trademarking*

- I have continued working with the lawyers regarding trademarking and the process has been going well.
- There has only been one filing that we have been made aware of and that was by the U.S. Department of Energy. They filed extensions of time to (potentially) oppose two of our “BPA” trademark applications (word only and design). Our lawyers have spoken with the person in charge at the DOE and they have agreed to enter into a Coexistence Agreement with Business Professionals of America which sets forth obligations and restrictions on the trademarks of each of the two parties by agreeing not to provide educational services in each other’s fields.
  - For the Department of Energy, BPA refers to the Bonneville Power Administration, which uses BPA as its brand for providing educational services to children k-12—and given that BPA is used by each party to provide educational services in different fields, Business vs. Energy the coexistence agreement is beneficial.
- The Coexistence Agreement will allow both parties to use and register our respective BPA marks. It has gone through one round of review by both organizations’ lawyers and our attorney feels comfortable with the direction we are going in.

## *Marketing*

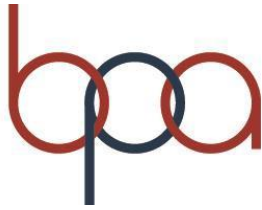
- I am working with Patrick, Michele and Dr. Ross on the BPA Mall preparing for its grand opening in the coming weeks. We are adding inventory and have begun pushing out teasers of products on social media to generate excitement.
- I am working with Mark and an outside marketing and design agency to finalize three new membership recruitment brochures which will target the Middle Level, Secondary and Post- secondary divisions. These new resources will be the first of many we incorporate into the new BPA marketing program.
- I will be working with Patrick on a new IT marketing resource with plans to make it available this fall.
- I am working on the final stages of the 2019-2020 BPA Membership/NLC promo video with Cybis and we have a target date of September 13 for release to the membership. Barring any issues, we should be able to meet this target date.

## *BPA.org Website*

- I am working with Patrick on content review and updates to the BPA.org website and NLC HQ section of the website as we prepare for the new membership year. This involves review of all sections of the website and updating images, content and dates as appropriate. We are working with Jon on the NLC HQ section of the website to ensure that it includes update to content based on new location. This process will continue over the next month or so until all content is updated appropriately.

## *2019-2020 Sponsorships*

- I am happy to report that Knowledge Matters has returned for another year as a partner and will be offering the Virtual Business Challenge to our Secondary Division Members once again. The competition is completely run on the Knowledge Matters platform and they award cash prizes to the top three winners. The checks are presented on stage at NLC.
- I have had preliminary conversations with Northwood University and they have expressed initial interest in returning as a sponsor for the 2019-2020 membership year. Discussions continue and I hope to have an update on their decision soon.
- The Sponsorship Brochure and marketing materials are updated for the coming year and we are using the materials in conversations with potential and returning sponsors of BPA.



**BUSINESS  
PROFESSIONALS**  
of AMERICA

**Giving Purpose  
to Potential**

## Project Plan

# Business Professionals of America Industry Leadership Conference

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Author: 2019 Post-secondary National Officer Team  
Creation Date: 8/18/2019  
Last Revised: 8/22/2019

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# INTRODUCTION

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## Purpose of Plan

The Business Professionals of America Industry Leadership Conference Project Plan will provide a definition of the project, including the project's goals and objectives. Additionally, the Plan will serve as an agreement between the following parties: Industry Leadership Conference Committee, the Board of Trustees, Project Sponsors, National Staff and other personnel associated with and affected by the project.

The Project Plan defines the following:

- Project purpose
- Project goals and objectives
- Scope and expectations
- Roles and responsibilities
- Assumptions and constraints
- Project management approach
- Project budget
- Project timeline

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## Background Information

When the idea of the project was presented at Summer Meeting to the Board of Trustees of Business Professionals of America, Dr. Nate Credit offered his college campus, the National Louis University in Chicago, Illinois, as meeting space for the event. The school is located on an urban campus that sits downtown, giving access to a myriad of business and industry leaders. Some businesses that we will have access to include Salesforce, Google, and United Airlines. With the desired location, doing a visit to a business's headquarters could be an opportunity offered through this event. Dr. Credit also mentioned that the school has many connections with local businesses and that we could leverage these connections for the project. By choosing to go with this offering, we would have free equipment (audio & visual) and have a variety of options regarding space for events. However, going with this desired location means that the conference would have to be held December 5-8, 2019, which is often finals week for many Post-secondary institutions.

## Project Approach

This section outlines the different phases of planning and holding the Industry Leadership Conference. Note that some of the phases will be happening concurrently due to condensed timeline of the project.

Phase I:	Conduct Surveys and Research
Phase II:	Secure Locations for Events and Rough Schedule of Events
Phase III:	Create Detailed Schedule of Events
Phase IV:	Market Event and Establish Registration
Phase V:	Find Business/Leadership Partners and Sponsors
Phase VI:	Hold Industry Leadership Conference

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## Phase Descriptions

### Phase I: Conduct Surveys and Research

Research will be conducted regarding the cost of holding the event. Surveys will be sent and available to potential attendees to understand what their values are, and what the ideal Industry Leadership Conference would look like to them.

With this data, we will then have a better idea as to what the event should consist of and gauge whether or not holding the event will be beneficial. Once sufficient data is collected, we will begin researching different locations and times for the event, along with analyzing costs. A registration cost for members will also be established during this phase. Positive feedback for the summit will be measured by positive responses from Post-Secondary and Alumni members. However, a smaller summit with a limited number of participants will be considered as a pilot in 2019 and to inform planning for future years.

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**Phase II: Secure Locations for Events and Rough Schedule of Events**

**Both hotel and conference locations will be finalized and secured. In order to adequately book locations, a rough schedule of events and program agenda will be created in order to determine the type of space desired for each event during the conference. Communication with the location will be significant as it is important to understand exactly which events can take place in these locations. If possible, a site visit will occur by key committee members to assess the event space.**

**Phase III: Create Detailed Schedule of Events**

**A detailed schedule of the event and program agenda will be created based on the results presented in the surveys conducted during Phase I and what our resources and space will allow. An Industry Summit Packet with the schedule and locations of each event will be put together which will be distributed to attendees at the beginning of the conference.**

**Phase IV: Market Event and Establish Registration**

**Marketing on National BPA social media platforms will take place, as well as newsletters sent to all contacts associated with potential conference attendees. Formal registration will be created with the help of the national staff that will also be located on the website. Total number of registered attendees will constantly be examined to determine the official format of each event during the conference.**

**Phase V: Find Business/Leadership Partners and Sponsors**

**Business and leadership partners and sponsors should be found by the committee by reaching out to businesses and connections within the area. The number of partners and sponsors required will differ depending on the types of events valued in surveys conducted during Phase I.**

**Phase VI: Hold Industry Leadership Conference**

**The Industry Leadership Conference will be fully conducted synthesizing all of the resources collected through Phases I through V. Data will be collected through surveys during and after the conference to help gauge the success of the event and provide feedback for future events.**

# GOALS AND OBJECTIVES

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## Project Goals and Objectives

The goals and objectives of this project are:

- Conduct adequate research that will provide insight on the values and professional needs of our members.
- Establish relationships with industry leaders that can provide valuable resources and opportunities for our members.
- Accomplish project goals and objectives within defined budget and time parameters.
- Conduct a successful industry and leadership conference for members of both the Post-secondary and Alumni divisions of Business Professionals of America that will provide them with unmatched technology, business, and leadership development opportunities.



# SCOPE

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## Scope Definition

The project will potentially introduce new opportunities to Post-secondary and Alumni members within Business Professionals of America; including the following:

- Networking Event
  - Case Competition
  - Site Visits to Businesses
  - Scholarship Opportunities
  - Leadership/Business Panel
  - Leadership Workshops
  - Career Fair
- 

## Projected Budget

The estimated project budget is as presented below with an estimation of 50 attendees and the event being three days long within the Chicago, Illinois area:

**Assets:**

Industry Leadership Conference Registration Fee	\$
Sponsor/Partner Monetary Contributions	\$
Conference Space (In kind)	\$
Individual Contributions	\$ _____
<b>Total Assets</b>	<b>\$</b>

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**Liabilities:**

<b>Hotel Rooms</b>	<b>\$</b>
<b>Event Space</b>	<b>\$ 0.00</b>
<b>Transportation</b>	<b>\$</b>
<b>Scholarships</b>	<b>\$</b>
<b>Equipment</b>	<b><u>\$ 0.00</u></b>
<b>Total Liabilities</b>	<b>\$</b>

**Net Profit (Loss):** **\$**

## **Risk Assessment**

**The Risk Assessment will be continuously monitored and updated throughout the life of the project, with monthly assessments included in the status report and open to amendment by the Project Managers.**

**Because mitigation approaches must be agreed upon by project leadership (based on the assessed impact of the risk, the project's ability to accept the risk, and the feasibility of mitigating the risk), it is necessary to allocate time into each committee meeting, dedicated to identifying new risks and discussing mitigation strategies.**

**The Project Managers will convey amendments and recommended contingencies to the Industry Leadership Conference Committee monthly, or more frequently, as conditions may warrant.**

## Initial Project Risk Assessment

This initial project risk assessment attempts to identify, characterize, prioritize and document a mitigation approach relative to those risks which can be identified prior to the start of the project.

Risk	Risk Level L/M/H	Mitigation Strategy
Collecting Valuable Data	H: Only collect data from those accessible via social media and newsletters	Establishing an effective survey distribution process, reaching as many as possible (members, advisors, previous members, etc.)
Estimated Project Schedule	H: Less than 6 months	Created comprehensive project timeline with frequent committee meetings and baseline reviews
Finding Interested Members/ New Project Marketing	H: Only spread awareness of event to those accessible via social media and newsletters	Effective marketing content, informing as many as possible (members, advisors, previous members, etc.)
Person Hours to Prepare Event	M: Over 200	Assigned Project Managers, engaged committee members, comprehensive project management approach and communications plan established
Establishing Partner/Sponsor Relationships	L: Not establishing enough partners or sponsors to conduct the desired activities	Setting timed goals, leverage BPA's current partnerships and sponsorships, reaching out to local businesses to conference location
Funding Scholarships	L: Not having adequate time to raise funds for scholarship winners	Setting timed goals, establishing partnerships and sponsorships, utilizing BPA's national network

## Milestones

The following are the key milestones for this project, with estimated completion dates:

Milestone	Estimated Completion Date
<b>Phase I: Conduct Surveys and Research</b>	
Initial Committee Meeting	09/01/2019
Creation of Survey	08/20/2019
Distribution of Survey	08/25/2019 - 09/01/2019
Analyze Survey Results	09/05/2019
Research and Analyze Locations and Costs	09/05/2019
Determine Registration Fee to Members	09/09/2019

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<b>Milestone</b>	<b>Estimated</b>
<b>Completion Date</b>	
<b>Phase II: Secure Locations for Events and Rough Schedule of Events</b>	
Create Rough Schedule of Events	09/10/2019
Reserve Event Meeting Space	09/10/2019
Reserve Hotel Rooms	09/15/2019
<b>Phase III: Create Detailed Schedule of Events</b>	
Communicate with Locations to Determine Event Possibilities	09/12/2019
Use Survey Results to Create Final Schedule of Events	09/15/2019
Create Schedule of Events Handout for Attendees	09/30/2019
<b>Phase IV: Market Event and Establish Registration</b>	
Create Sufficient Social Media Posts to Promote Event	09/01/2019
Promote Event at Least Bi-Weekly on Social Media Platforms	12/10/2019
Establish Formal Registration Content	09/15/2019
Create and Send Informational Newsletter to Potential Attendees	09/15/2019
Have Registration Active on BPA National Website	09/20/2019
Analyze Registered Number of Attendees to Determine Format	10/30/2019
<b>Phase V: Find Business/Leadership Partners and Sponsors</b>	
Determine Number of Partners/Sponsors Desired	09/20/2019
Communicate Different Opportunities to Potential Partners/Sponsors	Ongoing
Obtain Three Business Partners/Sponsors	10/01/2019
Obtain an Additional Three Business Partners/Sponsors	10/15/2019
Obtain Remaining Partners/Sponsors	11/01/2019
<b>Phase VI: Hold Industry Leadership Conference</b>	
Check-In Registered Attendees	12/5/2019
Follow Event Schedule of Events	12/5/2019
Conduct Feedback Surveys During and After Conference	12/20/2019

# ASSUMPTIONS

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## Project Assumptions

The following assumptions were made in preparing the Project Plan:

- The Industry Leadership Conference Committee will participate in the timely execution of the Project Plan (i.e., timely decisions and meetings when required).
- The Executive Director will ensure that National Staff Members are available as needed to complete project tasks and objectives.
- Failure to identify changes to draft deliverables within the time specified in the project timeline will result in project delays.
- Project team members will adhere to the Internal Communications Plan.
- All project participants will abide by the guidelines identified within this plan.
- The Project Plan may change as new information and issues are revealed.

# CONSTRAINTS

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## Project Constraints

The following represent known project constraints:

- Project funding sources are limited.
  - Due to the location and limited time-frame restrictions, resource availability is inconsistent.
  - The ability to generate interest for a new event amongst members .
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## Critical Project Barriers

Unlike risks, critical project barriers are insurmountable issues that can be destructive to a project's initiative. In this project, the following are possible critical barriers:

- Removal of project funding
- Zero registered attendees

Should any of these events occur, the Project Plan would become invalid.

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# PROJECT MANAGEMENT APPROACH

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## Project Timeline

The project should be completed by December 20, 2019. The following lists the timeline by which each phase of the plan should be completed by.

September 9, 2019	Phase I: Conduct Surveys and Research
September 15, 2019	Phase II: Secure Locations for Events and Rough Schedule of Events
September 30, 2019	Phase III: Create Detailed Schedule of Events
October 31, 2019	Phase IV: Market Event and Establish Registration
November 1, 2019	Phase V: Find Business/Leadership Partners and Sponsors
December 20, 2019	Phase VI: Hold Industry Leadership Conference and Get Attendee Feedback

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## Project Roles and Responsibilities

Role	Responsibilities	Participant(s)
Committee Members	<ul style="list-style-type: none"><li>Commits department resources</li><li>Approves major decisions and resource allocation strategies, and significant changes to funding/resource allocation</li><li>Resolves conflicts and issues</li><li>Provides direction to the Project Managers</li><li>Review project deliverables</li></ul>	Angie Benson Brigette Bethea Dr. Nate Credit Simone Gamble Dr. Brenda Jacobsen Cassandra Lindo Dr. LouAnn Ross John Smith Teren Smith



Project Managers	<ul style="list-style-type: none"> <li>▪ Manages project in accordance to the project plan</li> <li>▪ Serves as liaison to Committee</li> <li>▪ Receive guidance from Committee</li> <li>▪ Provide overall project direction</li> <li>▪ Direct/lead team members toward project objectives</li> <li>▪ Handle problem resolution</li> </ul>	Cassandra Lindo Teren Smith
National Staff	<ul style="list-style-type: none"> <li>▪ Aid Committee in completing project plan</li> <li>▪ Providing expertise on capabilities of current resources</li> <li>▪ Provide data, information and direction when requested</li> </ul>	Brigette Bethea Heather Bunning Mark Burch Ric Cowles Michele Gordon Dr. LouAnn Ross Patrick Schultz Jonathan Smith

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## Internal Communications Plan

Effective communication will be critical when conducting this event in the given time frame. The communication plan outlined below will ensure that all updated information on the project is shared with the correct people. Knowledge updates about the project is essential to the overall project's success.

This plan provides a framework for communication amongst all parties involved in the planning and roll out of the Industry Leadership Conference throughout the duration of the project.

This communication plan is for the following groups of individuals:

- Project Committee Members
- Project Partners and Sponsors
- National Staff

Forms of Communication:

**Email Correspondence** Email will be the easiest way to communicate as a group on a frequent basis. An email will go out to all Industry Leadership Conference Committee Members when the committee is fully established, and regular correspondence can take place simple via email.

**Bi-Weekly Committee Meetings** These meetings are held via Zoom every two weeks. Every member of the Industry Leadership Conference Committee will be encouraged to participate in the meeting. Project Managers send the status report to each member of the team prior to the meeting so everyone can review it in advance.

**Monthly Status Reports** The Project Managers shall provide monthly written status reports to the Industry Leadership Conference Committee. The reports shall include the following information tracked against the Project Plan:

- Summary of tasks completed in previous month
- Summary of tasks scheduled for completion in the next month
- Summary of issue status and resolutions

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## **External Communications Plan**

To effectively communicate and market opportunities within this plan to potential attendees, we plan to use the network that the organization has already established, but also utilize the following resources:

**Website** Members will be informed of opportunities at the event, and also be able to complete surveys before, during and after the event. Other material including event registration, the event schedule, photos, and more will also be available on the website for members to access.

**Social Media** National social media platforms will be the main source of promotion for the conference to potential attendees. Social media platforms should be used at least every other week to engage members with material related to the conference.

**Mailing Lists** Creating newsletters and utilizing the current database will allow us to effectively inform members and advisors of the event details and opportunities. There should be at least one e-newsletter a month leading up to the event that provides readers with information regarding the event. (Registration, schedule of events, opportunities, etc.)

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# APPROVALS

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## Sign-off Sheet

*I have read the above Project Plan and will abide by its terms and conditions and pledge my full commitment and support for the Industry Leadership Conference Project Plan.*

Project Manager: \_\_\_\_\_

Date

Project Manager: \_\_\_\_\_

Date

Committee Member: \_\_\_\_\_

Date

Committee Member: \_\_\_\_\_

Date

Committee Member: \_\_\_\_\_

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