

Nevada DECA Board of Advisors Meeting

Tuesday, May 10, 2005 @ 3:30PM

Nevada Department of Education, 2nd Floor Conference Room

Start Time: 3:40pm End Time: 5:30pm

Agenda

- 1) Call to Order
- 2) Roll Call
- 3) Annual Nevada DECA Management Evaluation
- 4) Success Moments
- 5) Nevada Department of Education Update
- 6) Clark County School District Update
- 7) State Chapter Update
 - a) Update on Current Events
 - b) Dates for Next Year (Picnic, District, State)
 - c) Potential Locations for Next Year's Events
- 8) Numerical Reports
 - a) Membership, WRLC, Districts, State, ICDC
 - b) Financial Report
- 9) DECA Year Awards: Chapter, Student, Advisor
- 10) Election of Advisor Representative to the Board of Trustees
- 11) Chapter Advisor Feedback
- 12) Closing
 - a) Announcements & Questions
 - b) Your Ideas

In compliance with the Americans with Disabilities Act, individuals needing special accommodations (including auxiliary communicative aids and services) during this meeting should notify Dr. Greg Richens, Nevada Department of Education, 1820 East Sahara, Las Vegas Nevada at least three working days prior to the meeting. TDD # 702-486-6652.



Call to Order

The May 10, 2005 Nevada DECA, Inc. Board of Advisors Meeting was called to order at 3:40 pm by Executive Director Ryan Underwood.

Roll Call

The following DECA Advisors and guests were in attendance:

In Attendance	Not in Attendance
<ul style="list-style-type: none"> ▼ Geoffrey DeMaio ▼ Jason Christensen ▼ Vince Farese ▼ Josh Fisher ▼ Perry Annett ▼ Eric Antila ▼ Doris Bess ▼ Kim Fisher ▼ Tina Fulks ▼ Don Shumaker ▼ Denise Tighe ▼ Henry Borowik 	<ul style="list-style-type: none"> ▼ Karen Jones ▼ Michelle Dodds ▼ Kim McCoy ▼ Barbara Keim ▼ Dan Ketchum ▼ Brenda Rowles ▼ Richard Edler ▼ Vicki Miller ▼ Joyce Johnson ▼ Cindy Winter ▼ Silvia Marin ▼ Alzenia Walls
Guests in Attendance	Staff in Attendance
<ul style="list-style-type: none"> ▼ Alan Martinez, Clark DECA Chapter President ▼ Melissa Scott, Clark County School District ▼ Kim Fisher, Sierra Vista DECA 	<ul style="list-style-type: none"> ▼ Greg Richens ▼ Ryan Underwood ▼ Brycen Woodley

Guest Presentation

The Board of Advisors was pleased to welcome the Clark High School DECA Chapter President Alan Martinez to make a presentation about the Clark High School DECA DAY Fundraiser benefiting MDA. The Board was very appreciative of Clark DECA's initiative to host a "DECA DAY" event and agreed to encourage local chapter members to participate. Alan agreed to email information to the local chapters regarding the logistics for participation.

Annual Evaluation

The Nevada DECA State Management Team asked Board of Advisors members to complete a performance evaluation for 2004-05. Results of this evaluation will be shared with the Department of Education and state officers and used to make program and administrative improvements for the 2005-06 year.

Nevada Department of Education Update

Bill Draft Request to the Legislature

Nevada DECA State Chair Dr. Richens reported that the Bill Draft Request (BDR) made by the Department of Education was currently being considered by the House and Senate. This BDR is aimed at creating a \$5 million dollar line item in the state budget to augment federal funds aimed at improving Career Technical Education programs throughout Nevada. The BDR is currently in Committee. A final decision on this BDR is expected from the legislature over the summer and will be reported at the next Board of Advisors Meeting.

Program Improvement Quality Criteria

Dr. Richens reported that Program Improvement Quality Criteria for all Career Technical Education programs has been adopted by the Board of Education. A project to customize the general criteria for each CTE program was underway for 2005-06.

DECA Growth in Northern/Eastern Nevada

Dr. Richens also reported that efforts to recruit new DECA chapters in Northern and Eastern Nevada were looking promising for 2005-06. At this time there is an indication that there could be as many as three new chapters coming from this part of the state.

Clark County School District Update

2005-06 Budget Proposals

Clark County School District DECA Liaison Melissa Scott reported that her office had already been at work integrating more local district support for Clark County based DECA chapters and marketing education for the 2005-06. Melissa reported that the following requests had been made to support marketing education and DECA:

- Requests for new computers for marketing programs.
- Cooperative work experience mileage reimbursement.
- Extra duty pay for DECA advisors.
- Financial support for DECA advisors to attend the MarkEd conference.
- Support for Apprenticeship 2—second season DVDs when available.
- Purchase of a new set of role play books for DECA competition for each chapter.

District Chaperone Policy

Melissa reported that the Clark County School District was working on a district chaperone policy for students and state officers when they travel for DECA business or events. She shared that the current draft of the policy included the requirement for a DECA advisor or a CCSD approved employee to actually travel on the airplane with the student(s). It was also reported that if an advisor was not able to travel that the

substitute chaperone policy must be followed. It was clarified that a member of the Nevada Department of Education nor the Nevada DECA staff would be recognized as an official CCSD chaperone. It was further reinforced that notification of CCSD required chaperone was the responsibility of the local chapter advisor and not Nevada DECA.

District Question & Answer Session

A question was raised about out-of-state travel and whether it was a requirement to have an administrator traveling. The answer was that this requirement was a local school and region issue. CCSD does not have an over arching policy regarding this.

A question was raised regarding the elimination of Exploratory Work Experience. The answer was that while there is value in it, the number is being reduced and the trend is moving toward minimizing the use of exploratory. The reason for this is due to the lack of effective monitoring.

A question was raised regarding the thought of sharing monitoring duties of students from CCSD schools with other educators (e.g. "My student is doing work experience in Primm and so is the student from another school. Could a CCSD educator conduct monitoring for both students even though they are from different schools?") Melissa reported that there was not a definitive answer on this and that more would be reported on this in August and the plan is to complete conversation and decision over the summer.

A question was raised regarding the responsibility to chaperone a student in the summer during the period when educators are no longer under contract yet a student from the district was traveling. Melissa clarified that according to Kathleen Frosini if a teacher is not longer under contract but still an employee of the District that the advisor could still be approved to travel with a student as the official chaperone from the District.

Clark County School District CTSO Meeting Announcement

Melissa reported that CCSD would be holding their annual CTSO Meeting on Thursday, September, 22 at 3:00pm at the Pecos McCloud CCSD office.

State Chapter Update

Nevada DECA Executive Director Ryan Underwood and Associate State Advisor Brycen Woodley presented the State Chapter Update.

Recognition Awards

Remaining plaques, requested certificates, and awards from the 2005 SCDC were distributed. Certificates for 2004-05 Membership Campaign had been requested from

National DECA but were delayed due to the return of staff and shipment of ICDC materials to the DECA national office. Certificates will be sent to Dr. Richens office and made available for pick up over the summer.

Board of Trustees Meeting

An overview of agenda items, discussion, and decision was presented to the Board of Advisors regarding business conducted at the February and May 2005 Board of Trustees meetings. The minutes from these meetings are available online at www.nevadadeca.org for review. Advisors were reminded that these meetings are open to the public and advisors are especially encouraged to attend these meetings. It was shared that the service of Mr. Brock Taylor on the Board of Trustees was greatly appreciated this year as he concluded his one year term. It was also shared that 2005-06 DECA State President Josh Fisher was nominated and selected to fill the state officer seat on the Board of Trustees.

New DECA Staff Member

It was reported the Jesse Evans would be joining the DECA State Management Team as an Associate State Advisor and State Officer Team Coach. She will join the existing team of Ryan Underwood, Brycen Woodley, and Glenn Morris.

Board of Trustees Attendance at ICDC 2005

It was reported that three (3) members of the Nevada DECA Board of Trustees attended the DECA ICDC in Anaheim in addition to State Chair Dr. Richens. They reported that they were impressed both with how Nevada represented themselves at the event. They also commented that attending ICDC was extremely beneficial because it provided the opportunity to gain a broader and deeper understanding of DECA and how the organization is operated nationally and from state-to-state.

Announcement of Tentative Dates for 2005-06

- The State Management Team will be attending the **DECA State Advisor Management Conference** August 17-20, 2005 in Dallas, Texas.
- All State Officers will be attending the **Nevada Career Technical Education State Officer Training Summit** in Lake Tahoe July 23-27, 2005. The State President will present a brief DECA presentation to all attendees of the annual NACTE conference.
- State Officers will be attending the **DECA Western Region Officer Training Camp** in Portland, Oregon August 8-10, 2005. Ten local chapter scholarship grants are being offered for local officers/members/advisors who would like to participate in this event.

- **CCSD will be hosting a CTSO Advisor Meeting** on September 22, 2005 at 3:00pm at their Pecos-McCloud office and all local advisors are expected to attend.
- **DECA Week** will be held October 9-15, 2005.
- **DECA Western Region Leadership Conference** will be held in Portland, Oregon November 17-21, 2005.
- **Nevada Fall Leadership Conferences** are being planned for October 2005. The events will be held in Las Vegas and Lake Tahoe and will be sponsored by DECA, FBLA, and possibly FCCLA. The Lake Tahoe event will be a two day conference. The Las Vegas event will be a one day conference with two programs being offered (morning/afternoon and afternoon/evening) to accommodate advisor/school scheduling conflicts.
- Nevada DECA wished to thank local DECA assistant advisor Ellie Neighbors for securing Sunset Park for the annual **CCSD DECA Picnic** on November 5, 2005. Advisors voiced concern that the selected date was too late in the year. Staff asked for advisors to consider the date tentative pending state officer input and investigation of an alternate date associated with DECA Week.
- The **CCSD DECA District Conference** is tentatively scheduled for the second or third week of January 2006 and will be hosted at the high school of a local DECA chapter. All deadlines will be in December 2005.
- **Marketing Education Honor Award** due to National DECA by February 1, 2006.
- **Registration deadlines for SCDC 2006** will be February 8, 2006. All Manuals, Scholarships (including the Harry Applegate, Nevada DECA and Western Region DECA Scholarship), and State Officer Candidate Applications are due. Local chapters will need to review the deadline dates for specific corporate scholarships.
- **DECA Scholarships** are due to National DECA by February 11, 2006 (with the exception of Harry Applegate, Nevada DECA, and Western Region DECA Scholarships).
- **DECA Membership Final Roster** due to National DECA by March 1, 2006.
- **State Career Development Conference (SCDC)** will be a two day event for the 2005-06 membership year. SCDC is currently being scheduled for March 6-7, 2006 at the Cashman Center. The event plan at this time is to begin after school on March 6 and conclude by 4:00pm on March 7.

- **DECA International Career Development Conference (ICDC)** Intent to Compete Forms will be due March 9. Notifications will be 4 days later.
- **DECA ICDC Competitor Notification** of drop downs on March 13 by 5:00pm.
- **DECA ICDC Leadership Development Academy (LDA), Senior Management Institute (SMI), and Voting Delegate Forms Deadline** will be March 14 via fax by 5:00pm.
- **DECA ICDC LDA/SMI/Voting Delegate** confirmation by State Office will be on March 15 by 5:00pm.
- **DECA ICDC registration forms and deposit deadline** for all forms will be March 17, 2006 by 5:00pm. All forms must be completed and signed and turned in along with the deposit for all ICDC participants. A special request was made by advisors to please use the same Forms for State and ICDC. Deposit is non refundable.
- **DECA ICDC final payment and changes due by April 6.** Changes after this date will incur a change fee.
- **DECA ICDC 2006** will be held April 29–May 2, 2006 in Dallas, Texas.

SCDC 2006 Site Selection

The Board of Advisors were asked for their feedback on using the Cashman Center again as a 2006 SCDC site. The advisors reported that they generally liked the facility and were open to returning to it for the 2006 SCDC event. It was recommended for consideration that the large group testing room be broken down into smaller sections and to use more pipe and drape to assist in organization. It was also recommended that more people were needed to run smaller groups of testing during the event.

Advisors views were generally mixed on utilizing the Henderson Convention Center for competition-based events.

District Competition

It was clarified that the District Competition was a CCSD event and not a Nevada DECA event. For this reason the Board of Trustees decided not to use the CCSD District event as a qualifying conference for SCDC. The Trustees asked the Nevada DECA staff to work with the District and any local chapter advisors to continue offering this event as a preparation experience for SCDC in fulfillment of the strategy of supporting competitive

event excellence. Melissa Scott volunteered to host a meeting of staff and local advisors to jointly plan the 2006 CCSD District competition event.

A few DECA advisors voiced their concern that the District event should be held the month prior to SCDC and should be a qualifying competition for state. It was also mentioned that a January date might be difficult to organize and to investigate a December date. It was again clarified that this event is a school district event and not a state event. This decision is due in fact to the growth of DECA beyond the Clark County School District and that it was unreasonable to expect chapters from other parts of the state to participate in an event that was cost prohibitive for those schools. It was also suggested that local chapters utilize the District event as a preparation event for State and advisors were encouraged to implement their own local guidelines in regard to using District as a qualifying event for members (example: you must attend District in order to attend State).

The state staff is charged with providing tests, exams, and conducting registration for the events. The host local chapter would be responsible for coordinating logistics. Coronado and Foothill volunteered for consideration as 2006 CCSD conference locations.

In Good Standing Policy Clarification

The Board of Trustees requested that DECA Staff create guidelines for determining the definition of "Chapter In Good Standing." This request was made in response to a few chapters who had outstanding balances from conferences over the 2004-05 year. DECA Staff agreed to draft a policy for approval at the next Board of Trustees meeting and invited any local chapter advisors to submit their comments on guidelines or requirements.

Numerical Reports

- Nevada DECA Membership for 2004-05 totaled 1,025 members. Chapters grew from 17 to 23 chapters. The state recorded 74 Professional Members and 8 Alumni Members.
- Nevada DECA Participation at WRLC 2004 in Phoenix was 93 (80 students and 13 advisors).
- CCSD District Conference Participation was 461 students and 33 adults for a total of 494 attendees.
- Nevada DECA SCDC 2005 participation totaled 338 students, 32 advisors/support staff, and 6 chaperones. Total confirmed judge count totaled 47.

Financial Report

It was reported that the financial strength of Nevada DECA continued to grow stronger in 2004-05. As of May 10, 2005 total income was \$147,180.55 compared with \$137,852.12 in expenses leaving a total profit-to-date of \$9,328.43. Total balance on hand is \$49,941.48. It was also reported that there was about \$5,000 in accounts receivable expected from pending Department of Education reimbursement and outstanding balances from local chapters. The ending cash-on-hand is expected to exceed \$50,000 by the end of the fiscal year on June 30.

The Board of Trustees made the following authorization for 2005-06:

- Continued payment of \$250 in chapter grants for new DECA chapters
- Up to \$1,000 cash awards for Nevada competitors who place at DECA ICDC
- A new chapter grant of \$250 awarded in support of local advisors who had chapter members place at ICDC
- Transfer of up to \$10,000 to a short-term and safe investment account
- Securing a Nevada DECA credit card to be used for expense transactions

Competition and Recognition Update

2004-05 Chapter of the Year Winners

The 2004-05 Nevada DECA Chapter of the year first place honors were awarded to first place Sierra Vista followed by Foothill in second place and El Dorado in third place.

NACTE Advisor and Student of the Year

Cimmaron Memorial High School DECA Advisor Jason Christensen was recognized as the Advisor of the Year. Foothill High School DECA member Joshua Pepper was recognized as the Student of the Year. Both will be honored by Nevada ACTE for their leadership, accomplishments, and contributions to DECA.

DECA Membership Campaign Honorees

National and Nevada DECA wished to congratulate the following chapters for their membership and involvement activities for the 2004-05 year:

Eldorado DECA	Level 4	CEO Level
ATTC DECA	Level 3	Director Level
ATTC DECA	Level 2	Associate Level
Coronado DECA	Level 2	Associate Level
Palo Verde DECA	Level 2	Associate Level
Silverado DECA	Level 2	Associate Level
Spring Valley DECA	Level 1	Apprentice Level
Sunset Morris DECA	Level 1	Apprentice Level
Spanish Springs DECA	Level 1	Apprentice Level
Shadow Ridge DECA	Level 1	Apprentice Level
Chaparral DECA	Level 1	Apprentice Level

New DECA Competitive Events

It was briefly reported that National DECA would be offering new competitive events and refining existing events in the upcoming school year. An overview of the changes/additions are as follows:

- Full Serve Restaurant Management Series Event is now named the Restaurant and Food Services Management Event.
- Business Law and Ethics Management Team Decision Making Event has been added.
- Accounting Applications has been added as an Individual Series Event.
- Food Marketing Research has been deleted as a separate research event. Food marketing can be entered under the Retail Marketing Research area.

More information will be made available on the specific tests following the August State Advisor Management Conference in Dallas, Texas.

Proposed Revisions to Nevada DECA Recognition Awards

It was reported that staff and state officers would be working on revised guidelines for the Chapter of the Year award and exploring the possibility of adding a State Champion Award to recognize the top chapters competing at State Conference. There was also a request to update/clarify the Scrapbook Guidelines as well as the manual component of the Chapter of the Year guidelines.

The concept of formalizing the DECA Advisor of the Year and Student of the Year Award process was briefly discussed. Staff recommended that a more formal local chapter nomination process be implemented along with the appointment of a committee to review nominations and select the top candidates.

It was also proposed to implement a new Administrator of the Year recognition to honor local/district administrators who have been strong supporters of the DECA program.

Online Competitive Events Concept

It was briefly reported that Alabama DECA had successfully experimented with offering the written portion of DECA competitions online at their Spring qualifying and state conferences for 2005. DECA, Inc. Executive Director Ed Davis had also approached Nevada about the concept of integrating the A*S*K Institute marketing tests into the DECA competition format in Nevada. Both possibilities will be explored and a report and recommendation to the Board of Advisors and Board of Trustees is estimated to follow in the Fall.

Election of Advisor Representative to the Board of Trustees

Ballots were distributed for advisors to submit two choices for nomination of a DECA advisor to the Board of Trustees for the 2005-06 membership year. The top nominees will then be voted on by the advisors at the next Board of Advisors Meeting.

AnnouncementsNational and Nevada DECA Theme 2005-06

DECA has selected "Explore New Frontiers" as the 2005-06 association theme.

MarkEd Field Testing—Thank You Don Shumaker

Nevada DECA and MarkEd are very appreciative of Spring Valley DECA Advisor Don Shumaker who recently completed field tests for the following MarkED LAP modules:

Leadership Mini LAPs, EC LAP 2 (Concept of Profit), FI LAP 3 Money Tracks (Concept of Budgets)

Thank you Don!!

Nevada DECA Membership in MarkEd Renewed

Nevada DECA will resume membership in MarkEd for the 2005-06 school year. While the membership fee is expensive, it is a benefit to all DECA chapters and to Marketing Education programs and therefore state funds will be approved to resume this membership. MarkEd is also unveiling a new Business Administration curriculum at the Seattle Conclave event.

New National DECA Website

National DECA announced that they will be making a significant overhaul to their national website over the summer. Visit www.deca.org to view the new site scheduled for August 2005.