**South Dakota Family, Career and Community Leaders of America**

**Board of Directors Meeting Minutes**

**Conference Call**

**November 1, 2018 4:00-6:00 PM**

1. Call to Order
2. Roll Call: Members present. Deb Nelson, Joline Dunbar, Cindy Brace, Alana Kroeplin, Riley Aasby, Brigitte Brucklacher, Suzy Ries, Kris Brockhoft, Hannah Owen, Rachel Remund, Brent Olinger

Joined late: Charlotte Mohling, Nicole Graves, Andrew Rasmussen (Special Committee).

Absent: Tim Rhead, Naome Poppe, Hillary McNamara, Amber Rost, Brigette Nelson.

1. Approval of August Board Minutes. Moved: Joline Dunbar. Second: Hannah Owen. Motion carried
2. Updates
   1. State Adviser Update and Report: Kris. Affiliation 42 chapters. Losing Lyman, Miller and Scotland chapters. 1124 members so far this year. Affiliation deadline is today for access to FCCLA advisor resource portal. Goal is 2000 members statewide.

Website DLG –Program is up and working but a bit outdated as it lacks feature we could use.

South Dakota FCCLA website – Kris added new resources for advisors as well as study questions for officer candidates. SD FCCLA calendar was also updated.

Google Drive – contains resources for advisors. Unsure of how many advisors are using it.

Set up Google Photos account. Working on permission and access for others.

No SD members attending Capitol Leadership.

Cluster meetings. One bus going to Louisville. Clark going to Phoenix.

Went over Region Meeting dates and locations.

FCCLA Beef Cook Off – will continue for the third year. Changing requirements this year - beef dish is prepared ahead of time and submitted via video.

National FCCLA opportunity to consider for next year: Middle level affiliation program $250.00 for unlimited middle school membership. Finically advantageous if you have 27+ students. Concern over losing state dues but Kris has decided to offer as the membership number benefits outweigh the drawbacks.

Virtual chapter update – met with Charlotte, Jean and consortium. Do not have 12 member minimum so planning to implement next year. Paperwork ready for administrations which includes costs and requirements. Many schools waiting to make a decision until next year.

National FCCLA BOD has approved recognizing the three top winners in each STAR event category starting in 2021. Scores of 69+ will get a medal. Scores below 69 will get a certificate but not recognition. A hotel wavier will be developed to allow members to arrive early or stay later during national meeting. Gender update on housing policy for compliance. Dress code – will add black shirt and red tie/bow tie.

STAR Event Advisory Team: New event is Baking and Pastries. Looking for states to pilot in Anaheim this summer. January - Kris will attend state advisors meeting in Anaheim.

* 1. Fall Leadership Meeting – Kris. Rookie Training (108 attendees), Power Training( 104 attendees), State Leadership Team Training (23 members), SD Youth Foundation Teen Teacher National Program Training (17 attendees with 15 implementing program), Advisor sessions (44 advisors). Mostly positive feedback. A few food issues which were resolved. Billing SD Youth Foundation for 14 guest meals. Thinking of splitting Power Training into Power 1 and Power 2 to accommodate grades 8-10 and 11-12. Each would have different focus and content. Kris will ask advisors for suggestions. 2019 meeting dates are October 6-7
  2. Fall Budget Update – Kris   
     Checking account balance $148,302.99   
     Donate now $670.35. $1805.00 brought in during October Flip Cause campaign.  
     Investment SD Youth Foundation $127,803.00  
     Investment CD$ 60,000. Interest will be paid in January 2019.  
     Fall leadership Income $15,091.96 Expenses $12, 219.00 = $2872.96 balance

1. Committee reports
   1. Programs Committee
      1. FCCLA Mentor/Mentee Update: Nicole. All participants had to submit goal statements and action plans in October. No other updates.
      2. Committee needs new task as mentor/mentee program is up and running. Joline suggested addition of FCCLA 101 class for college credit. Nicole is looking into Ag/FACS CTSO combined course built into teacher education programs (in several years). May also be offered online for credit for non-degree seeking advisors.
   2. Finance Committee: Rachel. Flip Cause – just short of $2000.00 goal. Most donations were to “non-specified” donation category. Mary Remund won adviser gift card. Personal contacts were key to success. No donations came through social media websites – which was disappointing.

Finance subcommittee will look at different fundraising website options due to high annual cost of Flip Cause. Rachel offered ideas for future campaigns – focus on personal contacts, suggest we ask each board member to make several personal contacts, ask each board member to make a financial donation.

Joline suggested reaching out to alumni again before the April state leadership meeting with emphasis on helping with NLC travel. Deb suggested committee look at strategies for best reaching potential donors, the avenues to do so and consider whether a more focused drive would be more successful (such as raising funds for NLC). Brent suggested pushes at Christmas and during FCCLA week. Subcommittee will meet in the next month.

* 1. Special Committee for Development and Marketing – Andrew. Alumni emails have had good open and click through rates. Donations from Constant Contact have not been successful. Andrew recommended that SD FCCLA not fund Constant Contact but look for a donor to cover the cost.

At Fall Leadership Meeting Andrew created promo video and leadership team introduction videos.

Future endeavors – begin individual reach out for higher dollar/consistent/business donors. Looking for business/alumni leads and contact names/information so he can do background information and plan for face to face meetings. Send possible donor contact information to [andrewrasmussenFCCLA@gmail.com](mailto:andrewrasmussenFCCLA@gmail.com).

Kris voiced her concern about Andrew paying for Constant Contact and suggests we look at the merits of continuing to use it. Kris would like to combine Andrew’s contact list with Rachel’s and get a more detailed record. Joline suggested collecting contact information from seniors/alumni and volunteers at Region/State meetings. Brent suggested an alumni reception at State Leadership Conference. Kris suggested we highlight a variety chapter projects on social media to bring attention to the positive things we are doing.

* 1. Membership and Communications committee –
     1. Updates – Hannah. State officers continue to send out weekly twitter updates. Suggested regions invite non-affiliated schools to their meeting to possibly add new chapters. Region meeting plans are in full swing. Asked for board approval for a statewide BINGO to get chapters more involved in all aspects of FCCLA – membership, non-STAR event activities, community service, and social activities.

National strategic plan (community service month) is #fcclagives. Push to get the FCCLA name out there and publicize chapter activities. Joline suggested sending any chapter activities to Kris and state officers (to forward to chapter presidents) for publication using the national hashtag. Hannah was open to the idea of working with all state officers to create a PSA video to encourage chapters to get involved in the national push. Alana has had success asking for readers to “comment and share” on social media pages to get more traffic.

1. Unfinished Business. None.
2. New Business. None.
   1. Next Meeting: Suggested early February. Deb will send out survey for best dates.
3. Adjournment at 5:40 PM.