

Iowa Business Education Association
Executive Board Meeting - Thursday, October 6, 2011
Cedar Rapids Room; Cedar Rapids Marriott

Call to Order: President Sharon Keehner welcomed everyone and called the meeting to order at 7:33pm. Present were: Sharon Keehner, Amanda Eberhart, Sue Elwood, Crystal Combs, Lou Ann Knorr, Johnny Hurley, Sandy O'Brien, Sandy Warning, Patrick Geer, Lois Roth, Deb Jones, Kathy Larson, Pam Uhlenkamp, Todd Stabenow, Barb Bielenberg, Rhonda Schmaltz, Dana Lampe, Kristy Cleppe, and Kelli Diemer.

Approval of Spring Board Meeting Minutes: All members received an electronic copy of the April 2nd, 2011 meeting minutes. Rhonda Schmaltz moved to accept the minutes; Johnny Hurley seconded. Motion approved.

Treasurer's Report: The yearly treasurer's report from October 1, 2010 to September 30, 2011 was distributed electronically and by paper copy. IBEA is sitting okay in terms of finances. Interest was transferred out of the CD to create an even amount. The checking account will increase with conference monies.

Executive Reports:

Past President – Deb Jones:

This fall, Areas 4, 6, and 13 are still open for nominations for the election. Deb Matthews has agreed to be on the ballot for Area 16 and Kristy Cleppe, Sandy O'Brien, and Naomi Yaddoff has agreed to stay on for a second term for Areas 9, 10, and 1a. Deb Jones concurs with Sandy Warning's suggestion last year of looking at a different format for getting information to our teachers across the state because of the issues of trying to find people to fill these vacancies.

Sue Elwood has graciously agreed to work with Drake University for the credit for the conference. Last year only one teacher signed up for this option so I think a decision needs to be made whether we continue this practice if it is not being used.

The Past President's Breakfast will be held on Friday morning. Deb Jones sent invitations to the Past Presidents, although not many are able to attend this year.

Deb Jones also commented on the IBEA e-mail, saying that we need to be using the IBEA e-mail addresses for organization business. This is not being done, but would help when positions are passed from one person to the next if we start doing this. Your username is on the Executive Board List and your password is ibeaonline. Once you have logged in, you may change your password and forward mail to an e-mail service you access more often.

NCBEA – Lou Ann Knorr:

See attachment at the end of the minutes for the NCBEA report.

IACTE & Legislative – Dana Lampe:

See attachment at the end of the minutes for the IACTE report.

Executive Secretary – Sandy Warning:

Sandy presented the 2011-2012 membership report in the form of a table. IBEA gained 33 members because of summer workshop attendance. Total membership for 2011-2012 at the current time is 176 members, down from the previous years.

Program Management Committee – Sandy Warning:

The committee met three times in 2010-11 and focused on offering quality professional development opportunities and assistance to business/marketing teachers. Five summer workshops were offered in 2011 with 108 teachers attending and 71 of those receiving graduate credit from UNI. A one-half day work session was offered in August in West Des Moines with 27 attending. The committee has decided to offer a one-half day summer work day in 2012 on June 22 in two locations, Prairie City and Cedar Rapids. The committee budget for 2012 professional development offerings is \$2,000 from the Department of Education. Since two of our 2011 workshops were held in July, \$1,000 of the budget has already been spent. The program management committee is requesting that IBEA consider budgeting \$1,000 for presenter stipends for 2012 summer workshops.

The committee plans to work on development of programs of study and technical skill attainment assessments this year.

The Quality Business & Marketing Programs subcommittee was formed this past year to develop quality programs for Iowa. Their focus this year is on professional collaboration, community involvement, and program promotion.

Sandy Warning sent out a survey to business/marketing teachers in late September. 142 Iowa business and marketing teachers responded.

	Yes	No
IBEA member	67	75
Visited IBEA website	97	45
Regularly attend conference	43	99
Aware Perkins can pay	97	45
Know Area Rep	53	89
Teachers held area meeting	58	84
Interested in 2-day workshop	128	14
Receive grad credit for workshop	107	35
Interested in ½ day work session	126	16
Meet with colleagues to write Lessons for Iowa Core	70	72
Creating authentic intellectual work	113	29

Currently have:		Interested in forming:
BPA	21	7
DECA	6	5
DELTA	2	0
FBLA-PBL	24	16
Computer Club	10	6

Webmaster/Newsletter – Sue Elwood:

The website has been updated as information has been received. After the convention, updates will be added for awards and convention highlights. Please continue to send the Webmaster information of interest to IBEA members. www.ibeasonline.org

IBEA has been receiving requests from various groups outside our area of interest to advertise on our website. With input from Sharon Keehner and Sandy Warning, a policy was developed and posted:

If you have an organization you feel would be of interest to Iowa business educators and would like us to include a link on our website, please contact the Newsletter/Web Editor at webmaster@ibeasonline.org for consideration.

Groups we include on our website:

- Iowa Business Education Association Affiliates
- North Central Business Education Association State Associations
- Professional Business Educator Organizations
- Secondary and Post-secondary Student Organizations

Public Relations – Rhonda Schmaltz:

Rhonda has prepared a press release for our conference packets this fall. IBEA members can use the press release when they return to their communities for publication in their local papers. It highlights the features of the conference and the dates the conference was held. At the conclusion of the fall conference, Rhonda will send information to the schools about the award winners. Letters will also be sent to schools of out-going (as well as in-coming) officers for IBEA. Information about the IBEA fall conference will also be sent to various newspapers around the state.

Goals for the 2011-2012 year include:

- Develop ways to make the public relations responsibilities more electronic in nature.
- Work with the Webmaster to provide information to put on the IBEA website.
- Continue with press releases for the conference (include in the packets and post online).
- Continue with press releases for after convention announcing winners from the conference.
- Work to add information to and promote IBEA's Facebook page and Iowa Business Educators blog.
- Investigate new ways to further promote business education in the state of Iowa.
- Improve communication with secondary, community college, and 4-year faculty.
- Provide promotional tools to area representatives.

Historian – Barb Bielenberg:

Barb took pictures and set up a display at IBEA in October 2010 at Cedar Rapids, and printed pictures for the history book.

Barb will take pictures at the 2011 IBEA conference of the following:

- Session Speakers
- Award Winners (group and singles)
 - Regional Winners Distinguish service (secondary, postsecondary, university)
 - State Winners Distinguish service (secondary, postsecondary, university)
 - Years of Service
 - Retirees
 - BEST
 - Hoffman Award
- General Session Speakers
- Exhibitors and tables
- Auction
- Casual shots of attendees & tables at meals
- Past President's breakfast & State Presidents
- Convention Committee Assembling Packets
- Current Board
- Newly elected Board
- Registration Committee & Registration Desk

Barb organized pictures on the computer in PowerPoint to play at the Past President's Breakfast and the Saturday brunch. She will be making copies of the photos and PowerPoint CD for President and Convention Chair.

Copies of documents for the year were filed. Digital pictures were sent to the newsletter editor for the website and newsletter, and boxes were stored with the historian's files.

Awards – Lois Roth:

Lois worked through the checklist and added a few things. She will keep looking for better/easier processes to follow. She will continue to question the "best" process, changes, which should be considered, etc. As questions were submitted, Lois e-mailed responses to a variety of people.

All educator nominees receive the paper work to complete. All nominees who submit their application materials are eligible for the State Outstanding Educator award.

Notification: Kelli Diemer to use the statewide contact list to remind/nudge.

2011 Nominees: 0 for New Secondary
 3 for Secondary
 0 for New Post-Secondary

0 for Post-Secondary

6 for Service to Business Education

0 for Distinguished Service

1 for Hoffman

7 Iowa BEST

Years of Service recognized

Retirement folks recognized

Lois developed, created, and ordered educator table gifts, designed a display board, awards brochure, and various certificates for convention. She also ordered plaques.

YEAR 1—2010-2011:

IBEA Outstanding Business Student Recognition

IBEA Member educators nominate up to 5

Certificates prepared and signed by IBEA President

Certificates and sample script sent to IBEA member educator in time for spring awards events

Post listing of students honored at following IBEA State Convention (First one-Fall 2011)

CURIOUS—As convention moves to summer, what anticipated changes?

Timelines for EVERYTHING moved forward? Lois suggests some rethinking of the awards program as we know it. The goal for next year is nothing less – just a little bit sooner!

Area Rep Reports:

Area 3 – Johnny Hurley:

Area 3 business instructors meet on April 7th, 2011 with Kelli Diemer from the Department of Education. Information was presented and questions were answered.

Area 5 – Pam Uhlenkamp:

Last March, Area 5 business instructors met at the Iowa Central Business Competition Day. The group heard about the benefits of participation in a professional/personal development organization. Participations were provided enrollment forms for membership into NBEA/IBEA, a copy of the workshops being offered for the summer, and a copy of the combined CTSO pamphlet with contact information for each student organization with a business focus.

As information about summer workshops was updated, emails were forwarded to the Area 5 instructors.

Area 7 – Todd Stabenow:

Although Todd Stabenow has not had the opportunity to meet with area teachers, Hawkeye Community College has a new initiative which should improve the communications and relationships.

Hawkeye Community College put together an advisory committee for their long-term goals. They came up with four, namely: 1) Use innovative approaches, 2) Enhance external relationships and increase awareness and visibility, 3) Improve student success, and 4) Increase diversity. Todd was excited by 2) since it relates to improving his position with the area he represents and potentially allows for resources. It also brings that issue to the attention of his colleagues which have no real connection with the K-12 systems feeding in. It is a great opportunity for collaboration and enjoying the synergies that all of us have to offer.

Todd plans on working with Kelli Diemer to get some face-to-face communications, and also putting together contact information including programs, instructor responsibilities, and general help information. He will also forward on IBEA information.

Area 9 – Kristy Cleppe:

Area 9 business educators have not met this year. Most educators are meeting with area colleges, though, to create assessments for their programs of study.

Area 10 – Sandy O’Brien:

The Area 10 Fall Business Educator meeting was held on September 27, 2011 at College Community High School in Cedar Rapids, Iowa. There were approximately 40 educators present from Grant Wood AEA10.

The main order of business was continuing the work for the Area 10 Regional Business Advisory Board (RAB). Joan Cochrane, College Community High School Business Teacher, is chairperson for the RAB and ran the meeting. Assisting Joan was Kim Hynek, College Community High School Business Teacher.

Kelli Diemer from the Iowa Department of Education reviewed Perkins funding information and instructed on proper procedures and completion of the required documents.

A work session was held allowing teachers to break into curricular groups and work on assessment tools to present to the RAB businesspeople for approval.

Lunch was provided by the Grant Wood AEA Perkins Consortium Advisory Committee. During lunch, Sandy O’Brien discussed the Fall IBEA Convention and what opportunities were available for area business teachers. Sandy also provided handouts and an introduction to using Windows Live Skydrive for saving student’s work.

The next meeting of the Area 10 Regional Advisory Board will be held on November 1, 2011.

Area 14 – Crystal Combs:

The business educators are meeting on October 20th to go over assessment. Information was also presented to the educators on attending the IBEA convention. Most suggested moving the convention back to Des Moines and they would be interested in attending.

Area 16 - Kathy Steffensmeier:

The Area 16 Fall Business Education meeting was held on September 29, 2011 in Burlington at the Comfort Suite. Eighteen area high school business educators were present as well as Monica Hinkle, Director of High School Relations, SCC, and Kelli Diemer, Department of Education. Special guests for the meeting included 15 RBAC Business Partners and two student teachers.

First on the agenda was the Regional Business Advisory Committee. Chairperson Brandon Kipp welcomed everyone and asked for approval of the fall minutes. Agenda items discussed were:

1. Assessment approvals were presented by area teachers - each receiving the approval of the Business Advisory Committee. All assessments are considered proficient at 80%.
2. Retroactive approval from the September 28, 2010 meeting was given. Educators who have updated, edited their course of their programs and/or edited their competencies covered which has them able to utilize the assessments presented on 9/28/2010.
3. Discussion of the RBAC letter to School Administration/Board to promote business and career programs within the school districts—opposed to budget cuts in those areas.
4. Timeline for the Chairperson and co-chairperson – decided upon a 3 year term for each to be staggered.
5. Updates to the business partner list & school personnel information.
6. Determined the spring meeting would be March 27, 2011 at a site to be announced.
7. Comments from Kelli Diemer complimenting the business partner for their support of business education and updating the group with Department of Education information.

The meeting was adjourned and a wonderful lunch was provided by Monica Hinkle, Director of HS Relations, SCC, for the business partners and the teachers.

The afternoon session met at Southeastern Community College in the new Animation Department with Ben Rosales, SCC Animation Faculty. Kyle VanAusdall, Central Lee did a presentation on Google Docs. SCC faculty shared updates in the departments. Shelia Newman, Greater Burlington Partnership, is a liaison between the teachers and employers about what the employers want and what teachers are offering. Kathy Steffensmeier distributed information about the IBEA Conference on October 7th & 8th in Cedar Rapids, shared a CD of teaching activities and encouraged all teachers to join IBEA. To conclude the day, a discussion of ideas for the spring meeting was held and sharing of future assessment ideas and how employers assess their employees. Also

included in the discussion was how to collaborate our ideas and share them with one another in one place.

Department of Education Update: Kelli Diemer presented that the Department of Education is running on a tight budget and travel has been restricted. Kelli has been re-assigned to Area 11 and will help get them caught up to speed on programs of study. She will be presenting a workshop at the IBEA convention summarizing all of the information needed for business educators. Also, the governor has rolled out his 'blueprint' and the Department of Education is in support of the vision.

Kelli encouraged individuals to become certified in their area. One of the exhibitors –CertiPort - will offer a "Rise to the Challenge" certification in Microsoft. Be sure to check it out!

Old Business

Discussion of Area Rep structure:

Area reps have been invited to a breakfast at the conference. The strategic plan focused on providing the area representatives with more information so that IBEA has more active involvement. A discussion was held on whether the information should be sent electronically or as a hardcopy. Area representatives should have a booklet and information should be updated. Sandy Warning volunteered to create new books for the area reps. The current areas are set based on location and do not follow the Area Education Agency areas.

2011 Convention Update:

The Area Representative breakfast is new for the 2011 convention. Sandy O'Brien and Jodi Ehlers will present information at the breakfast on what has been successful in other areas. An updated copy of the agenda will be included in the conference registration packet. Some room changes have been made due to Internet usage/cost. The hotel also has another event going on and set-up cannot happen until after midnight on October 6th. The conference planning committee will be setting up very early morning on the 7th. Since the contract states that time will be available on Thursday, we will look into a refund of monies.

New Business

Appointments of Executive Secretary, Webmaster, Historian, Student Rep:

Sandy Warning will remain as the Executive Secretary; Sue Elwood will remain as the Webmaster; Barb Bielenberg will maintain the Historian position, but would like additional help; no student representative has been assigned.

Convention 2012 Site and Unified Conference possibility for IACTE:

Information was presented on two locations - Iowa Events Center & Des Moines Marriott - that are able to host the 2012 IBEA convention. The Iowa Events Center offered the event space at a discounted rate of \$1,800, based on a food and beverage minimum of \$9,900, exclusive of service charge and cash bar. Lodging would be at area hotels with available room blocks. The Des Moines Marriott offered a discounted room

block rate of \$109 per room per night for guest, one complimentary room per 40 occupied and paid on a cumulative basis, and 10% discount on audio visual pricing. Room rental fees of \$2,500 would be waived based on a food and beverage minimum of \$15,000. Patrick Geer will work with the IACTE representatives and the two locations to see what other options are available.

Director's & Officer's Insurance:

IBEA does not have director's & officer's insurance, but does have convention liability insurance.

Discussion of the Strategic Plan:

A copy of the strategic plan that was developed during the summer was distributed. Columns of the table include the goals, action steps/implementation design, support needs, specific outcomes/success criteria, and gathering data. Sharon Keehner read through the strategic plan and comments were made on assigning tasks and forming committees.

Future Board Meeting date(s):

Kathy Larson will email dates for a possible spring meeting. Please respond and then a date will be selected based on the best results.

Other announcements:

Budget: Patrick Geer shared the IBEA proposed budget for 2011-2012. The total income was budgeted at \$39,950 with total expenses at \$39,950. Income includes convention registration, membership, donations/auctions/fundraising, exhibit fees, interest, and transfer from money market. Expenses include area reps, awards, board meeting mileage, board meeting expenses, convention expenses, executive secretary, IACTE membership, NBEA/NCBEA convention expense, NCBEA development fund, treasurer & surety bond, postage/supplies/telephone, Webmaster, and web hosting/domain name.

The option was discussed to eliminate a meal to cut down on expenses. Awards could be distributed during the luncheon. Pam Uhlenkamp moved to approve the budget as proposed; Crystal Combs seconded. Motion approved.

Future Convention Dates:

April 3-7, 2012 NBEA - Boston, MA
July 29 to Aug 3, 2012 ISBE - Denver, CO
July 31- Aug 1, 2012 IBEA - Des Moines, IA

Adjournment:

The meeting was adjourned at 10:24pm.

Submitted by Amanda Eberhart, Secretary