

NCBEA ADMINISTRATIVE BOARD MEETING

Monday, January 11, 2021

Minutes Approved Tuesday, March 30.

Call to Order (Michelle Gibson-Herman)

The meeting was called to order at 6:33 p.m.

Appointment of Parliamentarian (Colleen Webb)

Roll Call

Present

- *Sue Elwood, Regional Membership Director
- *Debbie Stanislawski, Secretary
- *Colleen Webb, President Elect
- *Michelle Gibson Herman, President and ISBE Rep
- *Andrew Stout, NCBEA Director to NBEA Board
- *Diane Weinheimer-Webber, Treasurer
- *Tom Mays, Ohio Membership Director
- *Tonya Skinner, Missouri Membership Director
- *Karen Hirschy, Indiana Membership Director, Present

Not Present

- Karen Drage, Illinois Membership Director
- Stella Hull, Newsletter Editor
- Rhonda Schmalz, Past President
- Pat Pearson, Michigan Membership Director
- Justin Wittrock, MN President
- TBD, Wisconsin Membership Director
- Andrew Thonstad, Iowa Membership Director

Approval of Minutes

Approval of Minutes: August 23, 2020

Motion Colleen/Second Karen H - Approved

Executive Officer Reports

President

Michelle Gibson Herman
(Report Appendix A)

President-Elect

Colleen Webb
(No Report)

Past President

Rhonda Schmaltz

(Report Appendix B)

Treasurer

Diane Weinheimer-Webber
(No report)

Secretary

Debbie Stanislawski
(No report)

Other Officer/Board Member Reports

NCBEA Director on the NBEA Board

Andrew Stout
(Report Appendix C)

Regional Membership Director
Added 51 members from December to January

Sue Elwood
(Report Appendix D)

Newsletter Editor

Stella Hull
(No report)

Webmaster

Sue Elwood
(Report Appendix E)

Standing Committee Reports

Awards

Debbie Stanislawski
(Report Appendix F)

Budget

Michelle Gibson-Herman
(No Report)

Note: Budget will be e-mailed and Budget Committee meeting scheduled soon.

Bylaws and Standing Rules

Rhonda Schmaltz
(Report Appendix G)

Legislative

Andrew Stout
(Report Appendix H)

Note: Will need to monitor legislation with the new US Secretary Of Education.

Marketing/Membership/Linkages

Sue Elwood
(Report Appendix I)

Nominating

Rhonda Schmaltz
(Report Appendix J)

Note: Positions opening for nomination include president elect, treasurer, and regional membership director.

Publications Stella Hull
(No report)

Discussion of list of suggested Newsletter content.

Strategic Planning Michelle Gibson Herman
(Report Appendix K)

Technology Committee Sue Elwood
(No Report)

Unfinished Business:

1. Summer Summit July 21-July 23-2021
 - a. Discussion of moving forward with the summit.
 - i. Some concern over overlap with summer conferences at the state level for Missouri.
 - ii. Concern over traveling out of state.
 - iii. Concern over continuing uncertainty.
 - iv. Concern over funds for physical travel (with school restrictions).
 - b. If we have the summit, it is preferred to have the summit in person.
 - c. Excitement over extending days after with the Lacrosse Location.
 - d. Schedule working draft. Give feedback by this week.
 - i. Recommendation for one specific and one general session with two running concurrently.
2. Book Club - Will Run Spring 2021 (Appendix L)
3. Cisco Academy (Appendix M)
 - a. Two classes running spring 2021.
 - i. Entrepreneurship
 - ii. Intro to IoT
4. Approve Strategic Plan(Appendix N)
(Motion Michelle - Approved)

New Business:

1. Promote/encourage membership and regional opportunities
 - a. Incentive plan - Meeting will be called after summer summit is solidified.
2. NBEA Hosted Website
 - a. Feedback:

- i. Concerns:
 1. Autonomy of the region is important.
 2. Region wants to maintain an identity.
 - ii. Support
 1. Can be an option for those regions that don't have a website mandatory for all.
3. Newsletter (see information below under Announcements)

Additional Items:

1. NBEA Convention in New Orleans

Tentative Schedule: <https://nbea.org/page/AnnualConventionNewOrleans>

Announcements

Upcoming Meeting Dates & Times

Executive Board Meeting (Date needed in Mid-March)

National Convention March 30-April 3, 2021

Administrative Board Meeting (tentatively scheduled for March 31 TBD)

Spring Newsletter Due April 10

Articles to Stella for the Winter Newsletter - By January 23.

- Eight state membership directors highlighting state information
- Awards committee chair
- Secretary--abbreviated minutes
- Nominating Committee--create nomination form for the following positions: President-Elect, Treasurer, Regional Membership Director
- Marketing/Membership
- Summer Summit
- Cisco's Net Academy courses
- Book Club
- Resources curated from various state conferences?

Adjournment

Appendix A: Presidents Report

NCBEA Administrative Board Report
Michelle Gibson Herman, President
January 9, 2021

Since July 1, 2020, the following items have begun or completed:

- Completed the draft version of the strategic plan
- Held a virtual NCBEA Executive Committee meeting to discuss the administrative board meeting agenda on December 13, 2020
- Created new courses through Cisco's Net Academy for the spring semester
- Conversations with Lunda Center at Western Tech Campus in LaCrosse, WI for our summer summit—July 21-23, 2021 has been reserved with hotel rooms at the Radisson. Additional information needs to be discussed at the administrative board meeting in Jan.

Respectfully submitted,
Michelle J Gibson Herman

Appendix B: Past President's Report

PAST PRESIDENT'S REPORT

RHONDA SCHMALTZ, PAST PRESIDENT

January 9, 2021

As Past President, I am:

- Serving on the budget committee and provided input into this year's budget with committee members via email.
- Serving as chair of the By-laws and Standing Rules committee. With changes at the national level, I will be directing this committee over the next two months to review our bylaws and standing rules to align with NCBEA. A large amount of work was done last year and standing rules that have not been revised will be updated this spring.
- Serving as chair of the nominating committee. Our work will begin immediately to recruit nominees for president-elect, treasurer, and regional membership director. Minnesota, Ohio, and Michigan membership director positions will also need to be filled, as terms expire on 6/30/2021.
- Serving on the Legislative Committee.
- Serving on the Publications Committee, and I have submitted information to Stella Hull, Newsletter Editor.
- Serving on the Strategic Planning Committee, and have worked with members of the committee to develop a strategic plan for 2021-2022.
- Serving on the Summer Summit Committee, and have provided input to the committee. Work will continue to create and promote the summit to be held in July.

Appendix C: NCBEA Director on the NBEA Board Report
NCBEA Director Report
January 11, 2021
Submitted by: Andrew R. Stout

2021 NBEA HYBRID Convention — March 30th - April 2nd

- **IN PERSON:** New Orleans, La.
- **VIRTUAL:** Sessions will be broadcast live via ZOOM. All attendees will have access to session broadcasts, and most concurrent sessions will be recorded and posted for later viewing (only available convention registrants).
- [Tentative Schedule](#)

A summary of the significant changes to NBEA's bylaws, policies, and procedures is as follows:

- **Transition governance of NBEA divisions** (National Business Honor Society, Association for Business Teaching and Research, and International Society of Business Education-USA) to 5-7 member appointed councils. The transition lowers NBEA legal risk by ensuring subsidiary NBEA groups are directly accountable to the NBEA Executive Board and aligned with its strategic plan. Subsequently, entities formerly known as divisions will be renamed as follows:
 - The Association of Business Teaching and Research becomes The Council for Business Teaching and Research.
 - The National Business Honor Society maintains the same name and is governed by the NBHS Council.
 - The International Society for Business Education-USA becomes the Council for International Business Education (CIBE) and ends the formal relationship with the LA SOCIÉTÉ INTERNATIONALE POUR L'ENSEIGNEMENT COMMERCIAL/THE INTERNATIONAL SOCIETY FOR BUSINESS EDUCATION (additional announcements about this change will be sent to individual members of ISBE-USA.)
- **Provides the opportunity for regional associations to appoint their own NBEA Executive Board member representatives.** It was important to the NBEA Executive Board to give those who work well at the state and regional levels to move up to the national level. The regional associations offer a tremendous preparatory experience for serving on the NBEA Executive Board.

- **Creates a regional governance model** regardless of whether there is a regional business education association. All NBEA regions will have the opportunity to have an Executive Board representative. Essentially, this change opens an opportunity for someone from the Eastern region to be on the Executive Board. The Eastern Region does not have a regional association. Nonetheless, members from the Eastern Region will now have NBEA Executive Board representation.
- **Modifies committee appointment terms** to one year, respectively.
- Additional changes include new policies for investments, whistleblowers, scholarships, and more.

*<https://nbea.org/news/540825/NBEA-Announces-Major-Changes-to-Its-Governing-Documents.htm>

Updated NBEA Governing Documents:

- [NBEA Bylaws Effective January 1, 2021](#)
- [Policies and Procedures Effective January 1, 2021](#)
- [NBEA 2020-2022 Strategic Plan](#)

Appendix D: NCBEA Regional Membership Director Report

NCBEA Regional Membership Director Report Sue Elwood Virtual – January 11, 2021

- Sent NCBEA Membership Lists and Lapsed Members Lists to state membership directors.
- All materials and resources (except membership lists) are also posted each month at <https://www.ncbea.com/membership-directors>
- Current Membership Report gathered from the NBEA Website – as of 1/6/2021:

Membership Director	State	Total Members Jan. 2021*	Total Members Dec. 2020	Increase (Decrease)
Karen Drage	Illinois	92	80	12
Karen Hirschy	Indiana	36	31	5
Andrew Thonstad	Iowa	48	46	2
Pat Pearson	Michigan	39	36	3
Justin Wittrock	Minnesota	51	41	10
Tonya Skinner	Missouri	86	76	10
Tom Mays	Ohio	50	44	6
Open	Wisconsin	71	68	3
NCBEA TOTAL		473	422	51

*Information gathered on January 6, 2021

- Will prepare membership news and updates for the newsletter and website.
- Kept/Keeping an ongoing electronic file of materials pertaining to the activities of the office.

Needs:

- Complete Recruitment Ideas Google Sheet
- Monthly Membership Report due to regional membership director on the 4th Wednesday of the month.

Appendix E: NCBEA Webmaster Report

NCBEA Webmaster Report

Sue Elwood

Virtual – January 11, 2020

- Kept the Website current by updating:
 - Advertising the NCBEA Book Club
 - Adding the spring newsletter
 - Making changes as directed by the NCBEA president
- It has been brought to our attention that NBEA will be offering Website services to all regions. This may be a better way of branding our organization.
- The Website domain name and hosting is renewed every year and will come due again in July 2020 (\$140 for hosting and domain name). There are no other direct costs for maintaining the website.

Website Content

- President Message (and photograph if appropriate)
- Awards Committee Chair (current forms)
- Secretary (abbreviated minutes)
- Membership Committee Chair (current membership information and form)
- Nominating Committee Chair (nomination information and forms)
 - Candidate Information
 - Candidate Photographs
- Marketing Membership Linkages (professional development and fundraising information)
- ISBE Representative (national conference)
- The following items shall also be included:
 - NBEA President's message (and photograph if appropriate)
 - NBEA convention information
 - NBEA membership blank
 - NCBEA Administrative Board directory (with group photograph when appropriate)
 - Curriculum content articles from NCBEA members (solicited by the State Membership Directors)

Needs

- Updating revised Policies and Procedures.
- Updating all forms for 2021 awards.
- Adding links for social media

Appendix F: Awards Committee
August 2021 Awards Committee Report
Prepared by Debbie Stanislawski

- 1) The committee has not met since the last Administrative Board Meeting.
- 2) Proposed Edits to Timeline that will be sent to the committee:
 - a. Deadline for nominations February 1 and the deadline to receive the completed nomination/application by March 1
 - b. Debbie will prepare nomination form by January 15 (via google doc) and applications for the NCBEA Website.
 - c. At that time the Administrative Board and presidents of the member state associations will be notified via e-mail of the deadline and of the location of the nomination forms.
 - d. Debbie will order plaques and Tonya will send her a copy of her award for a template.
 - e. Debbie reached out to Tina to confirm the ordering of the Plaque for Molly for 2019-2020. It was not ordered and MN also cancelled their conference that it was to be presented at.

Appendix G: NCBEA By-Laws and Standing Rules Committee Report
NCBEA BY-LAWS AND STANDING RULES COMMITTEE REPORT
RHONDA SCHMALTZ, BY-LAWS AND STANDING RULES COMMITTEE
CHAIR
January 9, 2021

As chair of this committee:

- I have been reviewing our current by-laws and standing rules.
- Since much work was done last year, my focus has been on those items not yet reviewed.
- Because NBEA has created and edited new governing documents, the committee will be working over the next two months to make sure our bylaws and standing rules align appropriately with NBEA.

Appendix H: Legislative

NCBEA LEGISLATIVE UPDATE

Andrew Stout, Legislative Chair

January 11, 2021

The NBEA legislative report was released in the Fall and is provided below. Included in the report contains legislative updates for each state that reported. The NCBEA Legislative Committee is waiting for more information from the NBEA Legislative Committee regarding it's initiatives and any directives they have for regional legislative committees. The report is linked [here](#).

The NCBEA legislative committee will be meeting to discuss NBEA's legislative initiatives and how we as a region can align.

Additionally, in the Fall:

- An email was sent to members of the NCBEA subcommittee regarding a request to contact each state in the fall for information that includes:
 - A legislative representative on their state board
 - If a legislative session is held at their state convention
 - Legislative activities
- A legislative survey was sent to members of the NCBEA subcommittee — more discussion will be forthcoming.
- With a new US Secretary of Education to be appointed, the legislative committee will be monitoring changes and impacts to business education in the Region.

Appendix I: Marketing/Membership/Linkages

**Marketing/Membership/Linkages Committee Report
Virtual Administrative Board Meeting, Monday, January 11, 2021
Submitted by Sue Elwood, Chair**

Members:

Karen Drage, Karen Hirschy, Andrew Thonstad, Pat Pearson, Justin Wittrock,
Tonya Skinner, Thomas Mays, Wisconsin-Open, Andrew Stout

A google sheet was posted in October for membership directors to complete. As of this morning (January 11, 2021) no one has responded to that google sheet.

Membership directors have also been asked to brainstorm ideas on how to market our Summer Summit.

It has been brought to our attention that NBEA will be offering Website services to all regions. This may be a better way of branding our organization.

Michelle Herman Gibson is heading up a professional development (Summer Summit) event in the summer of 2021 in LaCrosse, WI to help raise funds for NCBEA. All members are asked to assist in the planning of that event.

Appendix J: Nominating Committee

NCBEA NOMINATING COMMITTEE REPORT

RHONDA SCHMALTZ, NOMINATING COMMITTEE CHAIR

January 9, 2021

The nominating committee has not done work together yet, but soon will.

- Positions to be filled for 2021-2022 are: President-Elect, Treasurer, and Regional Membership Director.
- The new forms and information for nominations have been created by myself. ● I will forward the form and information to Stella Hull for inclusion in the January newsletter.
- Information and procedures will also be put on the NCBEA website.
- A list of eligible nominees will be sent to nominating committee members, and each member of the committee will contact a portion of the eligible individuals. ● The nomination procedures will be followed:
 - Nominators should submit the Nomination form electronically to Rhonda Schmaltz by April 15, 2021.
 - Nominees should submit the Nomination Agreement Form and resume to Rhonda Schmaltz electronically by May 1, 2021.
 - The Nominating Committee will review nominations and make recommendations to the Administrative Board by May 15, 2021.
 - In the event there are multiple nominees for positions, a ballot will be prepared and sent to NCBEA members immediately. Voting will cease by May 31, 2021. ○ The new members of the Administrative Board will be notified within one week.
- Membership directors for Minnesota, Ohio, and Michigan are up this year, and work will be done to have recommendations for each state's membership director no later than May 15, 2021.

Appendix K: Strategic Planning Committee
NCBEA Administrative Board Report
Michelle Gibson Herman, Chair Strategic Planning Committee
August 23, 2020

Designed three main points

- Effective Governance
- Effective Communication/Membership Plan
- Effective Professional Development

Drafted a plan version for board approval

Appendix L: Book Club

NCBEA Book Club
Debbie Stanislawski

- Fall 2020
 - a. Book: The Energy Bus
 - b. Date: November 16, 2020
 - c. RSVPs: 13 Total
- Spring 2021
 - a. Book Club Members have suggested the following book options
 - Thinking, Fast and Slow by Daniel Kahneman
 - Start with Why: How Great Leaders Inspire Everyone to Take Action by Simon Sinek
 - Mindset: The New Psychology of Success by Carol S. Dweck
 - Business Focused Book Options
 - b. Format:
 - Proposed timeline:
 1. End of January - send out books for those who participated to vote on with date options
 2. By mid-February send out book and date to all NCBEA Members to market

Appendix M: Cisco Classes
Entrepreneurship

<https://www.netacad.com/portal/web/self-enroll/m/course-223181>

Information

<https://www.netacad.com/courses/business/entrepreneurship>

Intro to IoT

<https://www.netacad.com/portal/web/self-enroll/m/course-253804>

Information

<https://www.netacad.com/courses/iot/introduction-iot>

Appendix N: Strategic Plan

NCBEA Administrative Board Report

Michelle Gibson Herman, Chair Strategic Planning Committee

Designed three main points

- Effective Governance
- Effective Communication/Membership Plan
- Effective Professional Development

Drafted a plan version for board approval