

Iowa Business Education Association
Executive Board Meeting ~ Saturday, April 2, 2011
Building 7 Walnut Room; DMACC Ankeny

Call to Order: President Sharon Keehner welcomed everyone, including new members, and called the meeting to order at 9:32am. Present were: Sharon Keehner, Patrick Geer, Amanda Eberhart, Kathy Larson, Sandy Warning, Kelli Diemer, Lois Roth, Naomi Yaddof, Susan Seuferer, Sandy O'Brien, Deb Jones, Rhonda Schmaltz, Crystal Combs, Todd Stabenow, Johnny Hurley, Samra Olofson, and Lou Ann Knorr.

Approval of Fall Board Meeting Minutes: A copy of the October 8th, 2010 meeting minutes was distributed. Naomi Yaddof moved to accept the minutes; Crystal Combs seconded. Motion approved.

Treasurer's Report: Patrick Geer distributed the treasurer's report from July 1, 2010 to April 1, 2010. The report was discussed and the balance is good. Last year's conference was cheaper than previous years because the cost was split with IACTE. Patrick mentioned how PayPal was beneficial to the organization and liked the idea of moving away from school purchase orders. Susan Seuferer motioned to move the treasurer's report; Crystal Combs seconded. Motion approved.

Executive Reports:

NCBEA: Please see attached report from NCBEA. Lou Ann suggested adding NBEA membership dues on the IBEA conference registration form. That way, schools are more aware that Perkins money can be used for the NBEA dues.

IACTE & Legislative: We need a replacement for Dana Lampe since she has been elected the 2nd Vice President for IACTE. Her term officially starts July 1. She will continue as the IACTE/IBEA representative until then. Samra Olofson expressed interest in the position. The 3 year term position entails:

- Knowledge of CTE and Business Education
- A member of IBEA
- Attending IBEA Board meetings and reporting on IACTE - 3 meetings per year
- Attending IBEA Business meeting to give report on IACTE to IBEA members
- Attending IACTE Board meeting and reporting on IBEA- 3 face to face meetings, then conference calls as needed
- Attend Business and Marketing Program Management Committee Meeting in Des Moines - DE pays - 4 meetings per year

IACTE/IAAE Conference – June 27, 2011 – FFA Enrichment Center in Ankeny

- Iowa Department of Education Preconference (morning of June 27)
- Perkins, Programs of Study, Technical Skill Assessments, etc. topics

- IACTE Conference will be followed on June 28 by the IAAE (Ag) Conference

Unified IACTE Conference - July 31, 2012 www.iacte.bizland.com

- Wednesday, August 1, Affiliates' Conferences
- Des Moines
- In April/May/June Dana will be contacting the Des Moines Convention and Visitors Bureau. Looking into Iowa Events Center and the Convention Center to confirm location.
 - Expected Affiliates to join – Business, Family Consumer Science, HOSA. Guidance will be invited too.

ACTE National Policy Seminar www.acteonline.org

Dale Gruis and Kelli Diemer attended the National Policy Seminar with ACTE March 5--9. Listed below are the students who attended and represented the CTSOs. These students talked with the Iowa Senators and Congressmen about career and technical education and Perkins funding. Each year IACTE sponsors four students to attend this conference.

Alex Amato, Missouri Valley HS, Iowa HOSA President

Tabatha Leeper, Grandview College, Iowa PBL President

Amber Sterns, DMAACC, SkillsUSA Iowa President

Benjamin Zelle, Iowa State, Iowa FFA Vice President (NE)

IACTE Current Committee Structure

- Executive Director – Dave Bunting
- Past President – Mindy Dresback
- President – Lisa Stange, Waukee High School - FCS
- Vice President – Karen Swanson, Indian Hills
- 2nd Vice President- Dana Lampe, Linn-Mar High School - Business
- Secretary – Deb Throne, North Iowa Area Community College
- Treasurer – Currently IACTE does not have a treasurer appointed and Dave is serving in that role in addition to his role as part-time Executive Director. For auditing and IRS purposes, we should have a treasurer position. Perhaps the treasurer should come from the Executive Committee—and one of those becomes the treasurer for the year. Who has the least learning curve? Maybe the Past president could do this? Looking at the policies and by-laws, we may want to appoint a person for three years. It is suggested that this person be bonded and that IACTE pay this bonding fee.
- Region III Representative – Sandy Warning, SE Warren HS – Business
- Agriculture Representative – Brad Kinsinger, Hawkeye Comm. College
- Industrial Technology Representative – Greg Kepner

- Family Consumer Science – Lisa Stange
- Business Education Representative – Need someone to take Dana’s place
- Additional members Craig McEnany and Kelli Diemer

Executive Secretary: Sandy Warning presented the 2010-2011 Membership Report:

AEA	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11
At Large	1	1	1	4		
Lifetime	52	53	58	64	68	71
Student	10	6	3	0	6	12
1A	15	20	9	12	10	8
1B	10	7	9	12	10	3
02	11	9	5	6	1	3
03	4	5	2	2	4	2
04	6	4	4	3	5	3
05	9	8	9	16	12	5
06	5	2	0	1	7	3
07	19	31	25	28	17	15
08						1
09	9	14	13	12	17	13
10	16	18	19	19	15	25
11A	14	18	17	17	20	10
11B	24	26	19	38	26	10
12	8	7	6	11	1	0
13	8	13	4	7	7	3
14	10	8	2	3	6	3
15	9	9	9	8	10	6
16	9	15	12	10	11	7
TOTALS	249	274	226	273	256	203

Prior Year Members -

1998-1999	316
1999-2000	307
2000-2001	306
2001-2002	265
2002-2003	262
2003-2004	272
2004-2005	226

Webmaster/Newsletter: Sue Elwood took over webmaster duties as of February 1, 2011. She updated the following information on the IBEA website:

- Membership Information

- NCBEA Information
- 2010 Convention Highlights
- 2010 award winners and added current awards forms
- Legislative/Department of Education Information
- Summer Workshops
- Added links for IBEA Facebook, IBEA Blog page, and NBEA Connect
- Meeting Minutes
- Renewed hosting service and domain name for 12 months for \$61.60 to April 19, 2012.

The website still needs updated in the following areas:

- Message from the IBEA president
- Executive Board Information/Reports of interest to members

Future updates could include:

- 2011 Convention Information (when it becomes available)
- Any other information of interest to members

If members would like a printable newsletter, the IBEA newsletter can be created more printer friendly and distributed electronically (to avoid printing and postage costs). The board decided that it would be easier to submit items to be placed on a Wiki. Educators would be more likely to log onto a Wiki than to read a paper newsletter. Sharon mentioned that there is a Wiki for IBEA Literacy and the name can be changed to reflect our group. There would have to be a proposal to change the bylaws so that a newsletter does not have to be created.

Please continue to send items for the website as they become available to webmaster@ibeasonline.com or rselwood@mchsi.com.

The IBEA email accounts were discussed and a sheet was distributed with usernames and passwords. Some of the usernames are confusing and don't work properly – like the area 3 rep. Lou Ann Knorr noted that there was no email for NCBEA. The “navigate to” link is also incorrect. It should be mbox.ibeasonline.org.

Public Relations: Rhonda Schmaltz set the following goals for the 2011-2012 year:

- 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 fall conference (include in the packets).
- Continue with press releases for after fall 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.

Historian: Barbara Bielenberg took pictures and set up a display at the 2010 IBEA Conference held in Cedar Rapids. She also printed pictures for the history book. Barbara will take digital pictures at the 2011 IBEA conference of the following:

- Session Speakers
- Award Winners (groups and singles)
 - Regional Winners Distinguished Service (secondary, postsecondary, university)
 - State Winners Distinguished Service (secondary, postsecondary, university)
 - Years of Service
 - Retirees
 - BEST
 - Hoffman Award (if one)
- 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

Barbara organized pictures on the computer for a PowerPoint to play at the Past President's Breakfast and the Saturday Brunch, for which she brought a laptop, but a projector was furnished by the Department of Education. She will be making copies of the photos and PowerPoint CD for the President and Convention Chair.

In other business, copies of documents for the year were filed, and boxes of the historian's file were stored. Digital pictures were sent to the newsletter editor for the website and newsletter. Door prizes were supplied for the 2010 IBEA convention. The budget has a printing expense category and the board suggested setting the photo printing to \$50.

Barbara is serving as Chair of the National Policy Commission for Business & Economic Education (PCBEE), and the group will meet Sunday-Tuesday prior to NBEA in New Orleans April 2011. She is also serving a 2-year term as the North Central Representative on the ISBE & NCBEA boards. She attended NCBEA in Minneapolis in September 2010. She will try to attend ACTE November 17-19, 2011 in St. Louis, MO, and NASBE meetings there. She will attend NBEA in New Orleans April 19-23, 2011.

Awards: Twenty-nine students were nominated for the IBEA Outstanding Student Award, a new award for the 2011 year. Certificates will be distributed to the area schools in time for their spring awards programs. Some students had to be declined recognition because the nominating teacher was not an IBEA member.

The 2011 award forms for educators are due April 29th and are available online. Nominations are needed for the IBEA Educator Awards, Hoffman Award, Distinguished Service Award, and the Service to Business Education Award. Nominations are currently lacking which is why the deadline has been extended. The Awards report sent by Lois Roth is also attached.

Area Rep Reports:

Area 1A: Northeast Iowa's Keystone AEA 1 has two fantastic personal professional development days for CTE twice a year. The spring meeting was held on Wednesday, March 30 with 21 business education teachers in attendance. (This fall the meeting will be moved to Peosta and may include a tour of the John Deere Dubuque Works plant. It was also mentioned that David Williamson would like to present at a meeting to work on ideas for integrating curriculum within the CTE departments.)

The first speaker of the day was Kelly Cooper from the Dubuque Area Labor Management Council. The Dubuque Area Labor-Management Council is a non-profit educational organization founded to:

- Maintain a labor-management environment which is conducive to industrial retention and attraction
- Provide a forum to improve and expand union/employer cooperation in the private and public sectors in the Dubuque area
- Create a more positive image of labor-management relations in the community

Kelly spoke of the educational events organized by the council. She also directed us to accessmyfuture.com, a Website with many resources and information about careers and educational opportunities in Iowa. Students can explore careers through video testimonials from young professionals, learn interview skills, see job descriptions, and blog with others on this site.

The second event of the day was an Entrepreneurial panel. Perhaps the most interesting and disappointing discovery was that it is not unusual for students to carry the same apathetic attitude toward school to the workplace. When asked what they wanted to see in employees and/or what problems they have had with employees the consensus was that today's young workers:

- Suffer from the entitlement phenomenon
- Are unable to complete basic mental math or estimate
- Struggle with listening, speaking, writing, and spelling skills
- Have difficulty asking or responding to open ended questions
- Lack problem solving skills

Area 3: Johnny Hurley reported that Area 3 is meeting on Thursday, April 7, 2011 at the Iowa Lakes Community College in Emmetsburg. Kelli Deimer from the Department of Ed will be the guest speaker.

Area 7: Area 7 has been fairly successful with some good sharing of information about IBEA and some continued relationship building. The following shows the initiatives done:

Initiative	Item Owner	Approximate Date	Outcome
High School Tech Prep Meeting	Sarah Boyd	9/2010	Collected emails and distributed CD's from NBEA
High School Tech Prep Meeting	Sarah Boyd	3/2011	Mark Ryan, Roger Davis, Sharon Buss and Pat Geer assessed dual credit courses

Todd Stabenow is considering having a high school business competition similar to that of BPA's or FBLA's. That could be done fairly easily after May 10, 2011 as the semester and finals are over. He has discussed this with Paul Osborn, the dean, and he seemed very excited about it. Of course, Todd will need assistance from others who have done similar events or have relevant experience.

Area 10: Area 10 is meeting during the last week of April. Sandy O'Brien has been working on making sure she has all the correct email contacts. She has been sending out an email message about every two weeks that has four classroom suggestions. She has had positive feedback from the recipients.

Area 11B: Area 11B had a fall meeting, but attendance was poor. Samra Olofson has been trying to figure out which schools belong to area 11A and 11B. The official bylaws say that Interstate 80 north is area 11A and south is 11B.

Area 14: There has been no official area meeting, but Kelli Diemer has held Perkins meetings in Southern Iowa that area 14 members have attended. Crystal Combs would like to plan a fall meeting and wanted suggestions for when it works best. She also talked about the importance of having CTSOs in the areas. Crystal is on the committee for the CTSO Adviser Conference for October 2011.

Area 15: Susan Seufferer has accomplished the following:

- Obtained the email addresses of all Area 15 teachers
- Attempted to work with Karen Swanson, IHCC, to set up an area meeting
- Forwarded information regarding the IBEA summer workshops to area business teachers
- Created a Google form asking area business teachers for their input regarding an area meeting and advisory council (<http://tinyurl.com/Area15>)

Susan was not successful at having an area meeting take place this year, which was very disappointing. After compiling results from a Google survey, there is hope to complete that goal either in the summer or early next year.

Area 16: The Area 16 Spring Business Education meeting was held on March 22, 2011 in Burlington at Comfort Suites. Fifteen area high school business educators were presented and two community college representatives as well as Monica Hinkle, area STC/Tech Prep Coordinator, and Kelli Diemer, Department of Education. Special guests for the meeting included eleven RBAC Business Partners.

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:

- RBAC letter to School Administration/Board to promote business and career programs within the school districts – opposed to budget cuts in those areas.
- Timeline for the chairperson and co-chairperson – decided upon a 3 year term for each to be staggered.
- Updates to the business partner list and school personnel information.
- Determined the fall meeting would be September 20, 2011 at a site to be announced.
- Information about a Career Awareness Video Project (Monica Hinkle) was distributed.
- Several teachers shared with the business partners different websites/tools they are using in the classroom that could also be used in the business world. Example: Jing videos could be used for training new employees.
- Comments from Kelli Diemer complimenting the business partner for their support of business education and updating the group with Department of Education information, especially the link to IBEA which has updated legislation from the Iowa House and Senate.
- This was followed with a small group sharing session where the business partners were asked to comment on: (this was emailed prior to the meeting to the business partners)
 - “If there is one thing you should know about what has happened within my business since September 2010 it would be:”
 - How is technology making me adjust at my place of business? How am I using technology to my/my business advantage? How am I managing technology within my work day/work environment (my own and/or my employees)?
 - My biggest challenge within my business is:
- To conclude the morning session, each group reported back to the large group.

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.

During the afternoon session, 7 members of the faculty from Southeastern Comm. College joined us to share updates in their areas of expertise. Kelli Diemer also updated us on the steps we need to take to continue with our programs of study. Kathy Steffensmeier distributed information about the IBEA website (legislative update link) and the summer workshop opportunities for IBEA members and teachers. To conclude the day, several teachers shared handout of "Classroom Ready" items they currently use in the classroom.

Department of Ed Update:

- Kelli Diemer will be attending the NBEA Convention in New Orleans this April.
- Data that is collected from the districts was presented to the Board, and the new POS Guidance form from the Department was also reviewed.
- Kelli has been attending Programs of Study meetings across the state in order to help Business and Marketing teachers complete the requirements by June 2012.

Old Business

2011 Convention Update: The committee is complete and they will be meeting in April. Kathy Larson is meeting with the hotel to work out the details.

New Business

Summer Workshops/Program Mgt. Committee: The Program Management Committee has met twice and will meet on April 13, 2011. Six summer workshops are scheduled: *Office 2010* at DMACC Ankeny Campus, *Office 2010* at NICC, *101 or More Activities for Teaching Business* and *Teaching Personal Finance - New Methods and New Curriculum Ideas!* at Ames High School, *Open Source Software: Adding Excitement to Your Curriculum* and *Using Google Documents and Windows Live Applications in Your Classroom* at Kirkwood, and *Jump\$tart Financial Literacy*.

The committee is working towards goals in data (identifying and assessing needs of business educators), mentoring, and promotion. In addition, the committee has supported a statewide committee that is working on quality business/marketing programs for Iowa schools. The committee consists of secondary and postsecondary business and marketing teachers and focuses on mentoring, critical competencies, advisory committees, etc. as well as programs of study.

The committee makes the following proposal: In the past, summer workshop presenters have received a \$500 stipend from the DE. We have five presenters who will receive the stipend for 2011, but the DE has a budget of \$2,000, leaving us short \$500. We propose that IBEA pay the fifth \$500 stipend for the 2011 summer workshops. Susan Seuferer moved for IBEA to pay the \$500 stipend; Johnny Hurley seconded. Motion approved.

Convention 2012 Site and Unified Conference possibility for IACTE: The Unified IACTE Conference will be held July 31, 2012 in Des Moines. More information is available at www.iacte.bizland.com. On Wednesday, August 1, affiliates' conferences will be held.

In April/May/June, Dana will be contacting the Des Moines Convention and Visitors Bureau and looking into the Iowa Events Center and the Convention Center to confirm location. The expected affiliates to join the conference include Business, Family & Consumer Science, and HOSA. Guidance will be invited too.

Membership Numbers: As of April 2, the IBEA membership is 206. Suggestions were given on how to increase the IBEA membership. The board talked about having the area reps bring a new member to the 2011 fall conference and their meals would be covered (approx. \$1000 budget). It was also suggested that reps hold a meeting that offers an incentive to new members (ie: lesson plans and resources). The focus needs to hit administrators, college students, secondary, and postsecondary educators. The message that needs to get across is that there is more to IBEA than just the fall conference. In the past, an actual membership form was sent through the AEA. Sharon will look into doing that again this year. We will have a strategic planning session this summer.

Future Convention Dates

April 20-23, 2011 NBEA, New Orleans, Louisiana
July 25-29, 2011 ISBE, Basel, Switzerland
October 7-8, 2011 IBEA, Cedar Rapids

Adjournment: The meeting was adjourned at 1:32pm. The next meeting will be held October 6th at the Cedar Rapids Marriott.

Submitted by Amanda Eberhart, Secretary

IBEA Board Report-- Spring-2011

By: Lois J. Roth, Awards Chair

Winter 2011

NEW IBEA Student Recognition Award.

Details written, posted online, statewide e-mail reminders
Web Master updated all nomination forms on IBEA website.
Communicated with DE Consultant about statewide nudges to nominate.
Emailed others to encourage a trickle down of nominations

NOTE: Nominations come directly to the IBEA Awards Chairperson. One committee of evaluators will view ALL nominations from across the state.

NOTE: All nominations (who complete paperwork) are recognized at the state level.
Each receives certificate and table 'gift'.
Four educator awards-one champion per category. Receives plaque.

Spring 2011

Student Recognition: Received: 29ish student nominations.

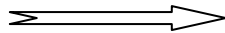
11 more IF teachers were IBEA members.

Certificates prepared. President to sign at Spring Board Meeting. Script prepared. Will be mailed to IBEA teachers by April 15.

Other awards:

Continue nudge to have folks be nominated.
Early May will be sending the next stage of pages for their use
Early May will be more reminders of things upcoming

April status of award nominations:



New Secondary	1
Secondary	2
New Post-Secondary	0
Post-Secondary	0
Hoffman	0
Distinguished Service	0
Service to Business	1
Iowa Best	1

Certificate folders: I will purchase folders that will be a modified frame for protecting certificates. (ALL educator nominees. Hoffman) And Distinguished Service, Service to Business folks who do not attend convention.

Frames: to those Service to Business and Distinguished Service award recipients in attendance.

Plaques: Final Educator awards (up to 4).

Table Gifts: (pending educator nominations)

Am in the process of determining needs for certificates, folders, frames #'s and plaques.

After nominations are received, Exec Secretary will be asked to check membership.

June 1, 2010

Hopefully will receive all nomination papers from those nominated. Will nudge as much as I can. Will also have the nominator nudge folks

My Concern: STILL very few nominations. Some deserving folks claim they don't need to be recognized and refuse to complete paperwork. Ongoing evaluation of best practice needs to happen! Amount of paperwork required of nominee keeps some from completing it. THAT paperwork, however is required of NBEA award nominees.