Dear Advisers,

First and foremost, thank you for making this year’s National Leadership Conference one to remember. Without your mentorship, help, and guidance, this remarkable conference would not have been possible.

As we turn to our next membership year, it’s time to unite around a set of ambitious goals. In July, the national officer team met in Reston, Virginia to lay out our plan for the upcoming year. You can visit our Program of Work under the National Officer’s page on fbla.org.

As national officers, we value your feedback and your ideas for new initiatives. That is why we are so excited to promote the FBLA-PBL Innovation Center. The Innovation Center (ideas.fbla-pbl.org) is an online platform where advisers and members can submit new ideas or vote on existing ideas to help FBLA-Middle Level improve. Another way you can reach out to national officers is by requesting a Google Hangout via the National Officers page on the fbla.org website. We are excited to hear your feedback to help improve your FBLA-Middle Level experience.

With the new membership year comes exciting programs for members to participate in. For example, the LEAD program is already accepting registrants. Alongside the many opportunities members have, there are opportunities that your chapter can partake in to compete and be recognized. Champion Chapter, a chapter challenge program, is now open until April 1. Be sure to check the Advisers Area on the FBLA-PBL website for resources and information on a wide variety of topics such as local officer resources and Career Cluster alignments.

Thank you for all you do for your members.

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President and CEO  
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Calendar of Events

OCTOBER
9  Fall Stock Market Game Registration deadline  
19  FBLA-Middle Level Track, NFLC—Charlotte, North Carolina: Early bird registration deadline  
20  Membership deadline for fall publication  
Super Sweeps ends  

NOVEMBER
1–30  Prematurity Awareness Month  
15  American Enterprise Day  
16  March of Dimes World Prematurity Day  
16–17  FBLA-Middle Level Track, NFLC—Charlotte, North Carolina  

DECEMBER
14  Fall Stock Market Game ends  
15  Dues deadline to receive winter publications  
14  Fall Stock Market Game ends  

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Publisher: Jean M. Buckley  Editor: Kamal Clark
IMPORTANT ANNOUNCEMENT FOR ALL PRIME CONTACTS

Please log in and update your membership record. Review the school name, address, and phone numbers and update anything that needs to be changed. Check your email and the names and emails of each adviser (if you have additional advisers) and principal. If they are not active or not at your school anymore, please remove these names. Add any new names and emails for new advisers and administrators. If you have any questions, please email membership@fbla.org.

March of Dimes

All chapters are now eligible to apply for the March of Dimes Grant. Local chapters may apply for grants up to $1,000 and state chapters may apply for up to $2,500. The application deadline is January 15 at 5:00 p.m. Eastern Time. Please use fblapbl.wufoo.com/forms/r1j7xjev1ss1kxh/ to apply. Do not miss out on this opportunity!

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Mark Your Calendars for the FBLA-Middle Level Track

On Saturday, November 17, FBLA-PBL will be hosting an exclusive FBLA-Middle Level Track for members and advisers at the National Fall Leadership Conference in Charlotte, North Carolina from 9:00 a.m. to 4:15 p.m. There will be a one hour break for lunch.

This series of workshops will take attendees through the LEAD program and teach students tips and tricks for choosing and participating in one of the nine competitive events that will be offered at the 2019 National Leadership Conference in San Antonio, Texas.

Both the LEAD program and the competitive events have been designed to complement the business education curriculum offered in middle school business classes with an emphasis on the following content areas: business leadership, career development, computer skills, technology, career exploration, and service learning.

Working through a study guide, created exclusively for them, members and advisers will be welcomed by FBLA’s National President Eu Ro Wang, who will take them through an interactive “Get-to-Know You Activity” where students will compete for FBLA swag!

In addition to the hard copies of the study guide, advisers attending this program will receive online digital copies of all PowerPoints, lesson plans, and the curriculum/study guide used with this exclusive program so that they can take back the information and adapt it to their own chapter’s needs.

The FBLA-Middle Track sessions will break out into the following topics:

National Programs
Hands-on training will range from a in-depth look at individual (Young Leader) to chapter programs (Champion Chapter) including an interactive group Programs Bingo game. Participants will also be introduced to the different national celebrations such as American Enterprise Day and FBLA-PBL Week and learn how they can make plans for chapter activities that will both motivate and excite the members in their chapter.

Networking
“It’s not WHAT you know, but WHO you know”. This is so true in business. Networking provides people with a great source of connections, and really opens the door to talk to highly influential people that you wouldn’t otherwise be able to easily talk to or find. This is a critical soft skill for any student interested in business, so participants will also be introduced to a series of networking activities they will be able to take back and not only use for their own personal leadership, but for their chapter’s activities as well.
**Community Service**
Participants will learn how they can get involved with the March of Dimes, our national service partner and understand the importance of not only giving back to their communities, but that service learning gives them opportunities to develop civic engagement skills. By working with community members, students can enhance their group, organizational, and interpersonal skills. They also can gain important experience working with diverse members of their communities.

**LEAD**
Following a break for lunch, students will learn how they can earn pins at the local, state, and national levels by participating in the LEAD Program. Throughout the program, students will create an online leadership profile that they will be able to revise and update throughout their middle school, high school, and college careers. Activities that students choose at each level deal with leadership, career development, communications, teambuilding, technology, and community service. In addition to pins, members may earn digital badges for each of the three levels of this program.

**Competitive Events**
Finally, students will learn tips and tricks for competing in objective tests, speech, presentation, and critical-thinking events at the state and national levels. Each event is governed by specific guidelines and rating sheets. Competitors can choose to compete in an individual event, a team event (critical thinking), or as part of a chapter team (community service). Individual events focus on leadership and career development skills, such as public speaking, presentation, and business writing. In addition, students demonstrate skill-specific competencies from areas that you are teaching in your classroom.

**Bronze-Level Pinning Ceremony for Members**
All sessions are designed for FBLA-Middle Level participants to meet the requirements for the Bronze level award. Bronze pins will be awarded to all FBLA-Middle Level students who attend the FBLA-Middle Level Track. These pins will be presented in a pinning ceremony conducted by FBLA National President Eu Ro Wang, FBLA National Treasurer Galadriel Coury, and FBLA Southern Region Vice President Ty Rickard.

We invite you to register yourself and your members for this conference today. You and your members may choose your own workshop sessions on Friday. The Opening Session begins at 9:00 p.m. with speaker Brandon Lee White who has been seen on TLC, Discovery Health, Fit TV, and TEDx. Following the pinning ceremony, attend the Closing Session on Saturday where Carlos V. Spencer will give you an experience combined with information that will change your life! A Blue Jeans for Babies Dance for the March of Dimes will round out the evening. Show the official NFLC video to generate interest with your students.

If you have questions concerning this year’s FBLA-Middle Level Track, please contact Lisa Smothers, Membership Director (membership@fbla.org).

We hope to see you in North Carolina in November!
FBLA-Middle Level Competitive Events Program Pilot A Success

Last year, more than 250 FBLA-Middle level members attended the National Leadership Conference in Baltimore, Maryland and competed for the first time in the history of our organization in the following six pilot competitive events:

**Objective Tests**
- Business Math & Financial Literacy
- Career Exploration
- Introduction to Computer Science and Coding

**Performance Event**
- Elevator Speech

**Prejudged Project with Objective Test**
- Multi-Media & Website Development

**Chapter Event**
- Community Service Project

Each state could enter one competitor (except for Community Service Project which was a team of 1–3 members) in each event. First and second place medals were awarded at the National Leadership Conference for each competitive event. As each category was presented the excitement mounted, with cheers and support from each state’s FBLA State Officer Team. For many students, the competitive events are the capstone activity of their academic careers and the middle level division is no exception to this.

Una Alexander, a seventh-grader at John H. Woodson Junior High School from St. Croix, Virgin Islands, received national recognition, earning first place in the organization’s Elevator Speech event.

In the Elevator Speech competition, participants must present to a state senator about how FBLA Middle Level helps students develop leadership skills and why it is important to have this organization in middle schools.

The competitor must be prepared to leave at least one visual—a flier or a brochure about FBLA-Middle Level and a business card—with the judges. The speech could be no longer than 30 seconds and judges role-play the part of the senator. Judges can ask up to two questions after the competitor has completed their speech. Here is her award-winning elevator speech:

“Good Afternoon,

My name is Una Alexander, and I am a member of the John H. Woodson Jr. High School chapter of Future Business Leaders of America. This organization teaches confidence, reliability, responsibility, and ethics. As the brochure explains, FBLA Programs focus on Leadership Development, Academic Competitions, Educational Programs, Community Service, Awards, and Recognition. I believe that an investment in FBLA Middle-Level chapters in this community is an investment in our future.

Thank you.”
Have the Topics Changed for Any of the Competitive Events that Were Offered Last Year?
Yes. Both Elevator Speech and Multi-Media & Website Development have new topics. The new topic for Elevator speech is: You have been appointed as the chairperson of your chapter’s March of Dimes fundraising committee. Present an elevator speech about the mission of the March of Dimes and how they help premature babies and their families. Students must come prepared to leave at least one visual (3 copies) with the judges that they prepared (flier, brochure, etc.) about the March of Dimes, and a business card.

The new topic for Multimedia & Website Development is: Design, build, and launch a website to keep your Middle Level chapter informed about chapter activities for the 2018-19 school year. The website should include, but is not limited to, the following: (1) a theme and logo, (2) a form for potential members to complete in order to join your chapter, (3) at least one video giving an update of your chapter’s weekly or monthly activities, and (4) a calendar listing your activities for the year.

How Many Competitive Events are Being Offered at this Year’s NLC in San Antonio?
Three new events will be added for a total of nine competitive events for this membership year. As with last year, first and second place will be awarded at the NLC in each event.

- **Business Etiquette**—Individual event, 30-minute objective test. Competencies include: Proper Introductions and Direct Eye Contact; Public Speaking; Table Manners and Dining Decorum; Cell Phone Etiquette; Texting and Social Media Protocol; Netiquette; Professionalism; International Customs and Etiquette

- **Digital Citizenship**—Individual event, 30-minute objective test. Competencies include: Personal Security and Online Privacy; Rights and Responsibilities; Ethics; Digital Footprint; Internet Searches; Copyrights; Cyber Bullying

- **Critical Thinking**—Team event (1 to 3 members per team). Students will receive a case study related to a challenge or opportunity within their chapter. 15 minutes will be allowed to prepare a solution followed by a five-minute presentation to judges. Judges may ask up to three questions following the presentation.

How Do My Students Qualify for National Competition?
Most states will have competitions at the FBLA or FBLA-Middle Level state conference. Each state may send one competitor in each competitive event except for Community Service Project and Critical Thinking which can be one team of 1 to 3 members. Check with your State Adviser.
Register for Champion Chapter Today!

Your chapter could be the next Champion Chapter. Registration is now open.

FBLA-Middle Level Chapters complete ten activities. **Deadline: April 1, 2019**

**Required Activities**
The first three below are required:

1. Increase membership over last year.
2. **Submit** at least one article with a photo to *Tomorrow’s Business Leader*—this article does not have to be published to receive credit.
3. Have at least one member complete the **LEAD Gold level award**.

**Additional Activities**
Chapters may choose any other seven activities that are tied directly to our national programs to complete this award. Some of the projects include having students compete at a district or state level, attending the FBLA-Middle Level Track in Charlotte, planning a chapter tour of an area business, wearing purple for Prematurity Awareness Day on November 17, creating a chapter Instagram page, or planning a community service project for a charity of your choice. View the options for the complete list of optional activities [here](#).

**Tips**
Print the form/activities, and take the following steps:

1. Choose your activities.
2. Plan your events.
3. Save your documentation.
4. Complete and submit the form when you have everything done.

**Award**

1. Online chapter certificate of recognition printed by the local chapter adviser.
2. Champion Chapter ribbons for all delegates attending the 2019 National Leadership Conference in San Antonio, Texas.
Congratulations 2018 FBLA-Middle Level Spring Stock Market Game winners:
Be sure to sign up for our Fall 2018 Stock Market Game, which starts September 11

1st Place: Timberline Middle School, UT—Michael Holmes, adviser
2nd Place: Timberline Middle School, UT—Michael Holmes, adviser
3rd Place: Moyock Middle School, NC—Julie West, adviser

Custom Shades Sunglasses Fundraiser
Our CUSTOM SUNGLASSES FUNDRAISER utilizes the sale of COOL sunglasses to expand your program. With our 100% customized sunglasses with your school logo, colors, and name, we focus our product on high-quality shades at a discounted price so your group is able to make HIGH PROFIT MARGINS.

300 pair: $5.00 each, 200 pair: $6.25 each, 150 pair: $7.00 each, 50 pair: $7.50 each
Suggested retail is $15. Use Custom Shades fundraiser as a way to help pay for those FBLA-Middle Level trips! Contact us for FREE sample and FREE design mockups. All orders using the Code #FBLASHADES2018 receive a 10% DISCOUNT on orders above 200 pair.
Call us 1-888-751-8107 or find us at www.MoneyMakerShades.com.

FBLA-PBL members could receive a special discount on GEICO auto insurance. Visit geico.com/fbla-pbl or call GEICO at 1-800-368-2734 for a free quote today. By identifying yourself as a Future Business Leaders of America-Phi Beta Lambda member, you will also help support your association. Be sure to have your current coverage information available in order to secure a comparable quote. NOTE: Discount not available in Michigan, Mississippi and Tennessee.

Are YOU ready to build on your leadership skills? Are YOU ready to apply and practice your leadership abilities? Join the millions of students across the USA in the Lead2Feed Student Leadership Program.

Lead2Feed was inspired by a leader on leadership, co-founder, former chairman and CEO of Yum! Brands, David Novak.

Lead2Feed gives you the opportunity to lead, create, and implement team projects that meet a need in your community. You will apply leadership lessons through service. Student teams enter their projects in the Lead2Feed Challenge for an opportunity to win up to $180,000 in charity grants and technology packages to schools. (Your national service project, March of Dimes, qualifies as a nonprofit organization.)
Ask your adviser to join the fastest-growing FREE leadership program at Lead2Feed.org/join.

Eleven (11) FBLA Winners in the 2017–18 Lead2Feed Challenge!
Two First Place winners received $10,000 for their charity and $2,000 in technology products for their schools.
• Fair Grove High School, MO—Sanda Robinson, Adviser
• Odessa High School, WA—Terry King, Adviser
Three Second Place winners received $5,000 for their charity and $1,000 in technology products for their schools.
• Centennial High School, OR—Adriann Hardin, Adviser
• Jay M. Robinson Middle School, NC—Suzie Melton, Adviser
• Grassfield High School, VA—Davis Thaw, Adviser
Two Third Place winners received $2,500 for their charity and $1,000 in technology products for their schools.
• East Coweta High School, GA—Robin Crouse, Adviser
• Lakewood High School, FL—Lamonicas Stedhan, Adviser
Four Honorable Mention Teams received $1,000 for their charity.
• Beecher City High School, IL—Kristine Sayers, Adviser
• Jay M. Robinson Middle School, NC—Suzie Melton, Adviser
• Roseburg High School, OR—Larina Warnock, Adviser
• Cedar Crest High School, PA—Amy Sullivan, Adviser

STEM Premier is an online platform connecting the next generation of talent (age 13+) with colleges and companies across the country. FBLA-Middle Level members can join and create a digital profile showcasing their skills, talents, and accomplishments. From there, they can share their profile, link up with mentors, and request the FBLA-Middle Level Digital Badge to be recognized as an official FBLA-Middle Level Member on STEM Premier.

STEM Premier users also gain access to free resources, tools like our automatic resume generator, and get matched up with over $20 billion in scholarship opportunities.

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FBLA-Middle Level members can join for free today by visiting www.stempremier.com/fbla. Encourage your students to join today.
Country Meats features fresh smoked snack sticks that everyone loves! Sell for $1.00 and receive 45% profit! For FREE SAMPLES call 800.277.8989 or visit countrymeats.com/samplepack.

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DormCo.com guarantees $200 for distributing FREE $5.00 gift cards for graduating seniors along with posting an online link to DormCo.com and also offers custom T-shirts (non-FBLA). Contact Jeff@DormCo.com.

Schermer Pecans offers a delicious and healthy fundraising product. Call 800-841-3403, email schermerpecans@yahoo.com or visit pecantreats.com.

School Spirit Coffee provides personalized packaging for their coffee fundraiser. Call 800.570.1443, email Debbie@schoolspiritcoffee.com, or visit schoolspiritcoffee.com.

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The Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) National Board of Directors met on June 27, 2018, in Baltimore, Maryland. Attending were Stacey McIff, Chair—Western Region; Glenn Morris, Chair-elect—Western Region; Jessica DeVeal—Mt. Plains Region; Robert Kollar—North Central Region; Elizabeth Garafalo—Eastern Region; Cherie Hooks—Southern Region; Julie Jensen—Mountain Plains Region; Rodney Nahas—Business & Industry; Ron Pierce—Business & Industry; Max Michel—FBLA National President; Kimberly Clark—PBL National President; Ryan Paul—PD National President; Lisa R. Weeks, Past Chair—Southern Region; Jean Buckley, President & CEO; Richard Bowen, Conference Director; Kelly Scholl, Education Director; and Troy White, Director Marketing & Membership.

FBLA National President Max Michel reported on his team’s activities this year as they relate to our four organizational goals.

Customer Service—FBLA has 196,736 members and 5,229 chapters. Officers trained state officer teams through online webinars and roundtables and launched a Social Media Ambassador program.

Relationships—Mountain Plains VP Ryan James Solit and Rockie Lee met with New Mexico Department of Education officials and advocated for their support of FBLA as an official CTSO.

Resources—During FBLA-PBL Week, the team released a set of alumni interviews and other initiatives celebrating CTE.

Image & Awareness—Social media followers have increased to over 1,000. Officers presented checks to chapters affected by hurricanes, and they advocated on behalf of CTE during FBLA-PBL Week to various state legislators.

Max discussed the potential of a mobile app for all members called myFBLA-PBL. The prototype has been developed at http://tiny.cc/myfbla and he welcomes feedback.

PBL National President Kimberly Clark focused on her team’s efforts this year.

Customer Service—PBL has 8,148 members and 380 chapters. The team held state officer roundtables each month to facilitate discussion between state and national officers and created a group chat with only the state presidents.

Resources—The team has been pursuing a partnership with the U.S. Chamber of Commerce to provide real connections and opportunities for PBL members.

Relationships—Officers appointed a five-member virtual officer team and held a panel at each NFCLC to educate FBLA state officers about PBL.

Image & Awareness—The team implemented six business tours at the St. Louis NFCLC. They continued the Humans of FBLA-PBL initiative by sharing members’ unique life stories through social media. Officers created several videos to guide members, and launched the Each One Reach One Day social media campaign to promote awareness of FBLA-PBL to government officials and the general public.

PD National President Ryan Paul reported on his team’s activities this year.

Membership is up for a total of 3,926 members.

Conference—A pilot partnership with PBL was extended, offering a joint booth at NLC with new promotional materials. Officers eliminated PD competitive events and recognition sessions because participation numbers were low. At NLC, the team provided PD membership recruitment materials to judges, and offered continuing education credits for PD members and advisers.

Communication—Officers created three editions of The Professional Edge®.

Organization—The team researched membership types and market best practices.

Support—Officers canceled this year’s PD competitive events sponsorship and will evaluate for next year.

President & CEO Jean Buckley presented the management report on behalf of the national staff.

Strategic Planning Process—Jean presented a timeline outlining the strategic planning process which started at the June 2017 board meeting, the hiring of The Ostara Group in July, board retreat in October, mission and values subcommittees in December, and approval of a new mission in January. In March, the scope and sequence task force met to define levels and grade appropriate experiences for each division. We hired Sarah Heath, PhD in Workforce Education, to develop the curriculum framework for the scope and sequence, and the three division review committees will be meeting this coming year.

PBL Update—We hired a Collegiate Division Manager, consolidated and simplified programs, expanded communication and awareness, added business tours, developed videos/tutorials, streamlined the website, and will pilot a PBL stand-alone fall conference, PBL Career Connections, on October 25–27, 2018 in New York City.

ML Update—Dues increased August 1. We held a ML Track at New Orleans NFLC, and piloted ML competitive events at Baltimore NLC. New recognition programs include LEAD, Young Leaders Award, and Champion Chapter. Database—Researched and evaluated leading databases and contracted with Impexium. Features will include dashboards, super-user access for states, advisers to set up username and password, member portal and free standardized conference module for states. The current plan is to close IMPak and transition to the new system in December/January.

CEA/Association Drive—In June 2017, the FBLA-PBL Board voted to not sell the National Center. To date, six of the 10 property owners have agreed to sell. There has been a petition for a historic designation review by the CEA properties and Jean serves as a consulting party.

Other Highlights—This year includes all CMHs and more facilitated conversations.

Values Statement
Chair McIff led the discussion on values and the board approved the following: We value service as essential to responsible leadership. We value the continual pursuit of business knowledge, skills, and experiences. We value honesty, professionalism, and ethical leadership.

OTHER BUSINESS

January 2019 State Leadership Summit (SLS)
The board discussed the upcoming State Leadership Summit. Suggestions include sharing success stories, new database information and training, fewer workshops, and more facilitated conversations.

Approval of New State Chairs
Ross Dillard, FBLA-PBL State Chair, District of Columbia; Kent Seuferer, FBLA-PBL State Chair, Iowa; and Dale Fowler, FBLA State Chair, Texas were approved by the board.

Strategic Priorities
Karen Hirsch and Rebecca Zanatta with The Ostara Group reviewed the Organizational Priorities developed at the October Retreat.

Karen provided an overview of the work from the Scope and Sequence Task Force Meeting held in March 2018. The task force was comprised of participants with a variety of backgrounds. Their goal was to determine “How can we define distinctly different experiences for students in each division?” Their theme recommendation was Middle Level = Exploration, High School = Experience, and PBL = Engage. The next step is to develop the curriculum framework this summer.

COMMITTEES

Chair McIff reviewed the committees and the expectations for the January 2019 meeting.

Programs & Services—Strategic Priority #1: “Defining distinctly different experiences for each division.”

Membership, Marketing, & Public Relations—Strategic Priority #2: “Earning more boards of governors to include untapped membership opportunities.”

Alumni Strategy Task Force—Strategic Priority #3: “Building out a robust alumni strategy.” Strategic Priority #4: “Becoming a student-only membership organization.”

Investment Strategy Task Force—Sub-Committee of Finance Committee

COMMITTEE REPORTS

Finance
Finance Chair Lisa Weeks distributed the June 2018 projected financials. The organization is in a strong position financially with increased revenues this year and an operating surplus. This affords us the opportunity to continue moving forward with the many ongoing strategic initiatives and priorities.

Policy & Bylaws
Lisa Weeks reported there were no new policy or bylaws proposed at this time.

OTHER BUSINESS

Chair-elect
Ron Pierce was elected.