

Missouri DECA Board of Directors 2024

Jessica Wade, President
Peggy Arnold, Secretary
Nadine Freedline, Member-Pres. Pro-tem
Matt Magnuson Jessica, Member
Kevin Buening, Member
Amelia Darby, Member
Larry Anders, DESE
Cindy Shannon, DESE
Scott Jones, Northwest MO State –Outside Director

Board Meeting January 20, 2024, 1:00-4:00 Courtyard Jefferson City by Marriott

AGENDA

Jessica Wade President

Approve **January July 2023 Meeting Minutes** –
Nadine made the motion, Kevin seconded, all approved.

Old Business

- Financial Report for 2023
-Larry reported out financials and all were reviewed. We have saved money this past in on the food at FLC.
Peggy made the motion, Matt seconded and all approved the finances.
- Membership Report
2016-2017 = 7959
2017-2018 = 7459
2018-2019 = 7742
2019-2020 = 8018
2020-2021 = 5194
2021-2022 = 6091
2022-2023 = 7005
2023-2024 = 6517 (1/17/24)

**Larry looked today and current membership is: 6884
(1/20/24)**

- District membership (See handout)

Number submitted DECA Chapters

2017-18 = 154

2018-19 = 152

2019-20 = 151

2020-21 = 152

2021-22 = 163

2022-23 = 151

2023-24 = 154

New Business

- Missouri DECA Calendar 2024-2025
 - Regional Meetings
 - September 10 or 17 – St. Charles: Lindenwood University*
 - September 11 or 18 – Jefferson City: Jefferson Building*
 - September 12 or 19 – Kansas City: UMKC Bloch*
 - September 13 or 20 – Springfield: Missouri*
 - District Advisors/CED-DVP's Trainings in Jefferson City
(November 6 2024)
 - State CDC Planning State Officers, KC Crown Center (January 11)
 - CED Training, Courtyard by Marriott, Jefferson City (January 25)
After discussion – due to scheduling of district competitions, the board decided to hold this training on January 17th.
 - FLC St. Louis Ballpark Village Hilton Oct. 13-14, 2024
 - 2024 Registration fee:
\$190-Q \$200-T \$2350-D \$295-S
Includes t-shirt, Trivia Night, keynote, conference reg. materials, 2 meals, overnight stay
Board will work on finding new speakers and submit to Larry.
 - Planning for the future:
 - 2025 Branson (Dolly Stampede)
 - 2026 Tan Tar A (Holly Houston Survivor)
 - CRLC and Other Educational Conferences
 - Ultimate DECA Power Trip Charlotte, North Carolina. November 15-17, 2024
 - Sports and Entertainment Marketing Conference Orlando FL. January 28- February 2, 2025
 - Emerging Leader Summit Nashville, TN July 12-14, 2024 (Garred)
 - *Kevin will be leader next year*

- ICDC April 25-30, 2025 Orlando, FL

➤ Scholarships

- Lester B. Kesterson Scholarship
- Jim Shelenhamer Memorial President's Scholarship
- Bud Hartley Memorial Scholarship
- Kent McDaniel Memorial Scholarship
- Lead a Legacy Scholarship
- Gary & Deborah Altrup Scholarship
- Gary Hanman Scholarship (Has been removed)

➤ SAT

- 5 Great Officers
- Continuing with some of the same initiatives as last year.
- Social media (Anne Vo)

Facebook:

- Followers- 1548 (31.10% Men, 68.90% Women)
- Facebook Visits- 4,371 from Jan 1, 2023 to Dec 31, 2023 (Up 183.3%)
- Posted Content: 144 Posts in 2023
- Facebook Reach- 10,426

Instagram:

- Followers- 1983 (321 New Followers) (33.2% Men, 66.80% Women)
- Instagram Profile Visits- 11,672
- Breaking Record: Most Liked Post in Missouri DECA History 340 Likes!
- Instagram Reach- 11,526 (Up 16.5%)
- Posted Content: 152 Posts in 2023

X (Formerly Twitter):

- Followers- 2046
- Posted Content- 140 Post
- Average Impression Range- 100 to 400
- Average Likes- 4.6
- Average Retweet Range- 1 to 3

X (Formerly Twitter) is tricky to track data. They do not provide analytical reports.

Notes:

To concentrate our efforts on student engagement, Instagram emerges as the optimal platform. Our DVP Teams exclusively operate on Instagram, aligning seamlessly with our strategic objective of connecting with Missouri DECA members through social media. Our focus includes proactive interactions such as reposting member content, responding to queries, and more—a task efficiently handled by our SAT and DVP Teams, resulting in a commendable increase of 321 followers on Instagram this year.

Conversely, we observe a decline in followers on Facebook and Twitter, attributed to the distinct target audiences on these platforms. Facebook primarily caters to advisors, parents, and alumni, while Twitter is predominantly utilized by chapters and advisors. The transition from Twitter to X led to a noticeable decrease in engagement. Nevertheless, we remain committed to leveraging both platforms effectively to disseminate information and raise awareness about DECA across diverse audiences.

In 2024, our focus is on implementing a more strategic plan to further engage members through our social media channels.

➤ DECA State Dues

- DECA State Dues Feedback

Nationals Dues =	\$8
Missouri DECA=	<u>\$7</u>
	\$15

Alumni and Professionals Re-invest in the local chapter

➤ Competitive Events

NO CHANGES FROM LAST YEAR

SBE – ICDC allocation is **1-2** for 1st time certification and 1-2 for re-certification.

IF we have room. Attend the ICDC meeting after SCDC to register.

Missouri DECA ONLY

- Teams are 1-2

➤ State CDC

- Zip Grade for State Testing
- Two large testing sites
- Medal for Top Exam Score
- Split Sunday Dinner Sheraton/Westin
- No District meeting Sunday
- Senior Reception (Feed Back)
- [Items to look at- early release, gift cards, ice cream,](#)
- Kevin Wanzer (Leis and kazoos)
- Judges gifts
- [MO State donated goodie pouches](#)
- [Thoughts for students:](#)
 - [Individual Districts to bring an item to exchange with other districts at state.](#)
 - [Pop-up DECA apparel store for state](#)

- Due Dates:

District Registration *February 12 2024*
Written Project Uploaded to DLG *February 16 2024*

- SCDC Cost – Same as 2023

- Quad \$255
- Triple \$285
- Double \$320
- Single \$455

- Crown Center Housing
- Crown Center Contracted until 2029

➤ ICDC

- Date: March 26 – April 1 2024
Place: Anaheim, CA
Hotel: The Viv
Opening Session (Session 2) on Saturday 9:30PM
Missouri Meeting Time: ?????
Location: ?????
- EXP Made a \$20,000 deposit for airline tickets October 1.
Flights coming out of STL, Kansas City and we added Springfield.

• ICDC Cost (Registration, Flight, Five Nights Lodging, DECA Pins, DECA Bling, Conference room)

○ Quad	\$1200
○ Triple	\$1320
○ Double	\$1550
○ Single	\$2240
○	

- Jessica made the motion to appoint Scott Jones as the Outside Director, Matt seconded and all agreed.
- Peggy made the motion to adjourn, Jessica seconded and all agreed.

Missouri Leadership

District	Competitive Event Directors	District Advisors
1	Matt Magnuson	Jennifer Remley
2	Scott Fuenfhausen	Scott Fuenfhausen
3	Shelli Ray	Susan Howard
4	Jessica Wade	Kerry Henley
5	<i>Sara Edwards</i>	<i>Peggy Arnold</i>
6	Megan Bruce	Emily Ward
7	Melissa Brandon	Judy Simmons
8	<i>Jessica Kennedy</i>	<i>Theresa Gish</i>
9	<i>Robin Neff</i>	Zachary Kirk
10	Denise Stafford	Kristal Swopes
11	Angie Wyatt	April Fiesler
12	<i>Sarah Estes</i>	<i>Sarah Estes</i>

- **DECA Representatives from the state of Missouri**
 - Leslie Crider – DECA Colligate task force
 - Cindy Shannon – DECA National Strategic task force
 - Larry Anders– DECA High School task force
 - Scott Jones – DECA Governance Task Force & National DECA Board
 - Leslie Crider & Shelli Ray working for DECA at ICDC

- DECA +
 - \$295 per chapter
 - If Missouri DECA Purchases for all 154 schools \$145
 - $154 \times \$145 = \$22,330.00$
 - July 15 New DECA + is online.
 - DECA + Training at MOACTE July 24-25
 - Incentives?? (Let's talk)
 - 10 members registered by Regional Meeting??
 - Training for DECA + at Regional Meeting Discussion was held and this will be looked further into. Possibly a question on the state registration as to who currently uses and who would use if free to them.

- Missouri DECA Policy Manual
 - Review Officer selection process (ties)
Was reviewed and no changes to be made at this time.

- Foundation for Missouri DECA

- There was no need to borrow money from the foundation as of 1/18/24

Carol Bolin reported out via phone. Currently \$365,825 with additional two CDs (\$60,000 & \$20,000). Scholarships will be coming in soon and they are prepared for those.

- Missouri DECA Board Election –

Kevin Buening ~ Districts 11 & 12 ~ Term Expires 2026

Matt Magnuson ~ Districts 1 & 3 ~ Term Expires 2024

Jessica Wade ~ Districts 4 & 10 ~ Term Expires 2025

Peggy Arnold ~ Districts 2 & 5 ~ Term Expires 2025

Amelia Darby ~ Districts 8 & 9 ~ Term Expires 2024

Nadine Freedline ~ Districts 6 & 7 ~ Term Expires 2026

➤ Next Meeting date –

2024 July 22 & 23 MoActe Springfield MO

MEMO

2025 January 25 CED/ DECA Board Meeting