



## **SkillsUSA Colorado Advisory Board Meeting**

**October, 23rd 2019**

**3:00pm - 5:00pm**

### **Attendees**

- Jennifer Jasinowski
- Miki Gann
- Michael Byerly
- Jeff Rodenberg
- Kyle Huston
- Scott Rill
- Joe Carter
- Mike Hanscome
- Chris Fagnant
- Rob Edwards
- Carolyn McGary
- Cam Wyatt
- Anna White

### **New Business**

- Restarting the board, a new strategic plan. We want more industry partners and fewer educator representatives. Majority of members are new. Our goal is to start anew and build up the financials of SkillsUSA Colorado, and the culture of it in the state (brand awareness).
- Miki's goal: develop state officer team as the students are the ones that really sell the organization
- SkillsUSA Financials
  - Overview of CTSO accounting procedure (FY is July 1 - June 30)
  - Last year the organization lost close to \$9,500
    - Losses were found to be in about every section of the budget aside from the Spring conference and the state association
    - In order to cut these losses we want to increase our industry partnerships
  - Are expenses incurred before or after revenue?
    - Large percentage of revenue is brought in after the event/expense
  - Do we want net neutral?
    - Ideally, savings would be nice to help provide students with scholarships etc.
  - Moving the fiscal year for Colorado SkillsUSA?
    - Conflict with CTE fiscal year would make it difficult
    - Schools typically run on the same fiscal calendar as we do right now
    - Change due dates for membership dues?
      - Affiliation/dues paid will give you access to SkillsUSA resources - incentive for people to pay their dues sooner

- National affiliation runs Oct. - Sep.
  - Questions around total revenue of membership dues (\$12 a member \* 2,700 members doesn't equal 17,000)
  - Industry seems to have some sort of reason that they're unable to commit to funding
    - Figure out ROI for industry partners
      - Employment
    - Transition of leadership may have contributed to communication gap in terms of funding last year
    - Have a "per student" cost for each student to compete in different contest
    - Donation of materials *or* cash
  - Branding/awareness increase to help with sponsorships
    - State Officer/Student stories
  - Mentorship industry involvement
  - Individual school/program fundraising/networking
    - Difficult for instructors to add that to their workload
  - Do businesses know about SkillsUSA? Do they have an understanding of the scope of SkillsUSA?
    - Knowing what schools are still open and need help? Hard for industry members to know.
  - Have chairs for each contest
    - Have them be in related industry so they have a network themselves
  - Colorado Trade Association, state unions, PPBEA, state educator chairs
    - Utilize them as resources
  - Utilizing industry board members and their relationships
- Bylaws/Policies/Procedures
  - This is a rough draft- we need feedback
  - Updates will be sent out as they are made
- CO State Leadership Conference
  - How do we make events run smoothly?
    - Written standards for each contest
    - Consistent/recurring judges
    - Pre-conference judges meetings
      - 3-months out
        - Scheduled early out to guarantee attendance
  - Reference guide "contest in a box"
    - Have something that lets us know which contests need additional help and which ones need less guidance
    - Standard structure that allows for change of leadership for contests easy, as well as a consistent structure each year

- Master judging list - utilize structures in place by other CTSOs
  - Event managers and pre-conference meetings
- Accounting procedures with industry partners?
- Have a budget for each event and communicate it to potential sponsors
  - Let them know other program areas that could use additional help outside of their area of expertise
- List of all the areas SkillsUSA covers
- Have board members reach out to their contacts
  - Promotional verbiage/sales pitch?
  
- Board Committee Selection Process/Officer Election
  - 1/3 of the board must be business/industry
  - Representation from the state (Sarah Heath)
  - Do we want voted positions? Would we prefer it be less formal? More formal?
    - How to get new people on the board
      - Advisory board style
      - Leave it open to increase participation, the more the better
    - Term lengths/requirements?
  
- Calendar of Board Meetings (2019-2020)
  - January 15th, 2020
    - 3:00pm-5:00pm
  - April 1st, 2020
    - 3:00pm-5:00pm
  
- Tuesday Tuneup and Live Binder
  
- Fall Leadership Conference
  - Low participation
  - Breakout sessions/rotations
  - CTSO Kickoff
  - Is marketed towards chapter officers

### **Old Business/Past Meetings Summary**

- Gala
  - If properly executed it could be a good investment
  - Good response from those who participated
  - Run it as a fundraiser
  - Have our resources contribute to the planning/preparing of it
  - Would like to wait before throwing the event again to increase the quality of the event

