

Call to Order

Meeting was called to order by Board Chair Charlie Mann at 3:31 p.m. on Sunday, October 21, 2012. Charlie welcomed everyone to the meeting and shared the Board's appreciation for the opportunity to meet at the College of Southern Nevada.

Roll Call

Roll call indicated that the following members of the Board of Trustees were present:

- Charlie Mann IV, Board Chair
- Jenny Ha, State President, Presiding Co-Chairperson (ex-officio, voting)
- Dennis Ryan, East Career Technical Academy
- Randi Hunewill, State Advisor, Nevada Department of Education (ex-officio, nonvoting)
- Dr. Patricia Castro, College of Southern Nevada

The following staff members were present:

- Danielle Tolentino Tuason, State Director
- Ryan Underwood, Executive Director

The following guests were present:

- Heather Watterlund

Minutes

It was moved and seconded to approve the minutes of the previous meeting as corrected. The motion was adopted.

Appointment of Board of Trustees Treasurer/Secretary

Decision: State President Jenny Ha moved and it was seconded to appoint Board Member Dennis Ryan as the Board of Trustees Secretary/Treasurer. The motion was adopted.

State Officer Team Report

State President Jenny Ha presented the State Officer Team report.

Jenny shared the state officer experience at their first event - the National Leadership Conference in Orlando, Florida. The event was a great success with many Nevada HOSA members recognized on stage, including Gold medals for the UNR HOSA Bowl team and recognition of outgoing National President Sean Sheffer, from Nevada. In addition the State Officers led an energetic and exciting State Meeting for Nevada HOSA members, which helped create unity and pride among Nevada HOSA members.

Throughout and immediately following NLC, the Nevada HOSA state officers engaged in Leadership Training and Orientation for the year ahead. The Training and Orientation meetings included team building activities, leadership and communication training, and the development

of this year's Program of Work. In addition, the state officers determined this year's state theme: "HOSA: Healthcare Around the World"

In September, the state officers had the opportunity to travel to the Washington Leadership Academy in Washington D.C. where they networked with HOSA members from around the country, explored Washington D.C. and met with congressional representative office staff members to advocate for HOSA (Senator Dean Heller, Congressman Joe Heck, Congresswoman Shelly Berkeley)

At the end of September, State Officer Jae Song and the UNR HOSA chapter represented Nevada HOSA at Operation Healthcare, an public event which provides the community to explore different healthcare careers.

The Fall Leadership Extravaganza is the first event of the year for Nevada HOSA members. The state officers created a FLX conference promotional video which was posted to YouTube and Facebook.

Ongoing state officer activities include posting blog articles to the Online Newsletter twice a month, posting regular updates on the Nevada HOSA social media networks, and attending monthly team conference calls. The conference calls are held every fourth Tuesday of the month at 7 p.m.

At the conclusion of this report, Jenny provided an overview of the State Officer's Program of Work, which continues to be updated and changed through the year, but focuses on the following key areas:

1. Provide chapters with more opportunities with interface with state officers and receive updates
2. Enhance conference experience by engaging with members and creating fun opportunities to learn
3. Achieve a membership goal of 1,200, this year through new chapter recruitment and chapter visits
4. Encourage Nevada HOSA chapters to participate in HOSA recognition events so that Nevada HOSA can be represented in all recognition events at the National Leadership Conference

Discussion: In addition, the following discussion items were addressed:

- The board is not aware of new posts when they are posted on the online newsletter. This probably means that chapters, officers, advisors, and members are also unaware.
- Information, like the WLA reflection, is a great resource to provide.

Direction: Following the State Officer Team Report, the following directives were established:

- On behalf of the state officer team, State President Jenny Ha will send the Program of Work and Conference Call meeting schedule to the Board of Trustees. All Board of Trustees members are invited to attend conference calls. In addition, a text message with the dial in information will be sent to Board Chair Charlie Mann prior to the meeting as a reminder.
- Notifications of new blog newsletter posts will be sent by email to the chapters each time a new post is available.
- Need to continue to provide visuals/promotional materials about Nevada HOSA events in email and hardcopy format.

The state officer team was commended for all of their efforts to serve Nevada HOSA and helpful information provided in the report.

Nevada Department of Education and State Advisor Report

State Advisor Randi Hunewill presented the NDE and State Advisor Report.

With a new State Superintendent of Public Instruction, this year's priority at the Nevada Department of Education is Assessments and Standards Writing, specifically in Nursing Assisting and Sports Medicine for Health Science. Standards to not currently include HOSA, but employability standards do include CTSOs.

Due to these priorities, Professional Development opportunities and resources will not be available this year. With the decrease in Professional Development activities, it was beneficial to have the Advisor Academies. These Academies need to have more advisors in attendance. Personal days were used for events like Advisor Training and FLX in order to attend.

With the shift in priorities at NDE, the Nevada HOSA board needs to be prepared for a slow in growth/progress since NDE is unable to provide the support it has in the past. This is evident in event attendance (like FLX and Advisor Academy). School districts are increasing load on advisors (e.g. CCSD curriculum engine) and there are funding concerns.

In addition, program professionals are not able to spend as much time with chapters, which can be challenging for advisors. Although HOSA, and all Nevada CTSOs, will face challenges through these times, Randi and Danielle are working together to share knowledge and discuss processes in preparation for a new direction for Nevada HOSA. Danielle is doing a great job to provide support to Nevada HOSA which is vital to growing chapters.

Discussion: The attendance at Nevada HOSA events needs to be improved. Board member Dennis Ryan shared that lack of funding for buses is one challenge and that chapters are reserving funds for travel to the State Leadership Conference. In addition, it would be great to look into the work advisors have already done to overlay HOSA competitive events so that there is a cross-reference and reinforcement of HOSA in standards implementation. Executive

Director Ryan Underwood noted that with some school districts, like CCSD, conference dates need to be determined by January of the previous year, for grant funding purposes.

Management Team Report

State Director Danielle Tolentino Tuason presented the Nevada HOSA Management Team Report. A new reporting element, the Nevada HOSA Dashboard, was introduced to help the Board see many input variables for management and governance in one summary page.

In addition, the following reporting elements were presented:

- State Management Team Update: Includes updates on all events and activities since the previous board meeting in March 2012
- State Advisor Management Conference Meeting Notes: State Director Danielle Tuason attended the HOSA SAM conference on behalf of Nevada HOSA. Detailed notes from the meeting were provided for reference
- State Advisors' Update from National HOSA were also provided

In summary –

- Financial reporting highlights include a total revenue was \$73,544 with expenses of \$71,032 yielding a net profit of \$2,512. The checking account balance was \$36,000 with operating reserve \$4,500.
- Management Team reporting for 2011-2012 highlighted five events held during the previous fiscal year. State Leadership Conference attendance was budgeted for 400 attendees and 480 participated. National Leadership Conference was expected to have 75 attendees, but over 120 Nevada HOSA members were in attendance. Expected participation at the 2011 FLX was lower than anticipated.
- The following areas are approaching success: Financial status and Events for Nevada HOSA. These items were noted in yellow for the Board to discuss later in the agenda.
- Key accomplishments include:
 - (1) The new Chapter Success Guide was created this year with the new HOSA branding as well as added content, such as more detailed information and resources for affiliation, online testing, and conferences.
 - (2) The Pin Design contest yielded 33 entries this year.
 - (3) Advisor Academy had 8 attendees in Las Vegas and 5 in Reno for a total of 13 participants (7 participated last year)
 - (4) FLEX Attendance was 46 in Reno and 54 in Las Vegas for a total of 100 attendees. (Last year attendance was 74.)
 - (5) Officer coaching program of work has been completed and Jenny Ha is doing a great job of keeping the team accountable for their action items. Online newsletter blog for state officers is up and running with two articles per month being posted.

Direction: The Board of Trustees requests follow up on the following items:

- A newsflash update be emailed to advisors with links to officer newsletter and/or state updates whenever they are posted to the website.
- An email/survey to local advisors and prospective advisors regarding participation in FLX. Need to determine why the participation is lower and what HOSA needs to do. Need to explore if funding, communication, school approvals, programming, conflicts, etc. are impacting participation.

Financial Report

2011-2012 Financials

Financials highlights for the 2011-12 year include total profitability of \$2,512 up from the projected \$277 forecasted at the beginning of the year. Cash on hand in checking was \$36,995 with an additional \$4,500 in reserve for future expenses.

Decision: It was moved by Board Member Dennis Ryan and seconded to approve the 2011-12 financials as presented. Motion passed unanimously.

2012-2013 Budget

Budget was reviewed by the Board of Trustees. Management provided a budget accounting for all needs identified but that showed a temporary negative balance for the Board to strategize on how to close this gap.

Discussion: The Board of Trustees engaged in a discussion regarding partnerships in response to income needs within the 2012-2013 budget:

- Randi Hunewill highlighted that the importance of partnerships was very important within the health care industry. Partnership and providing industry with "What is HOSA" is important.
- Dennis Ryan highlighted that branding is a key element so that all students are in gear when they are volunteering and doing internships, therefore representing HOSA and spreading the word. There is a need to increase income through sales of HOSA branded products.
- Presence at events like Reno Big Horns, Reno Aces, 51's, Wrangler Hockey, etc. could help promote HOSA and raise funds. Nevada HOSA could create a "Team Honorary Trainer for the Night" opportunity.
- Charlie Mann suggested coming up with a "hot list" for sponsorship, partnership, student externships. This concept was brought up in the previous year and he addressed the importance of moving forward on this element.
- Need to explore/target Homeopathic industry as potential partners.
- Increase sales of branded items with "push packs" distributed to local chapters who can use for fundraisers to sell our items. Explore this idea for Nevada HOSA's current inventory. Possibly provide incentives for chapters to sell push packs.

Direction: The following action items will be implemented:

- Danielle Tuason will send an email to advisors about events, industry functions, etc. they are participating in; Will also request their suggestions on natural places for us to participate and connect with. All CTA's have partnership coordinators to connect with.
- Nevada HOSA will provide each chapter with a letterhead template for each chapter to help them promote the HOSA brand; Chapters should be encouraged to use the brand "HOSA: Future Health Professionals" rather than just branding the school medical program.
- The Board of Trustees will have identified two good solid contacts that can be followed up with for support by January 15, 2013.
- Nevada HOSA will create a tri-fold brochure/promotional materials to provide easy ways to share information and solicit sponsorship. The materials should highlight what HOSA can provide (i.e. recognition and marketing resources) in return for sponsorship that would be helpful and appreciated by industry. Materials should be completed by December 15, 2013.

Decision: Look at income increases through promotion of online testing for competitive events, incorporating deferred income for this year, product sales, and increase in partnership income of \$7,500. It was moved by Dr. Castro to approve budget for 2012-13 subject to modification no later than February 28, 2013.

Contracts/Agreements

The Association Management and Supplemental Agreement for 2012-2013 was presented. In addition, contractor agreements are in development and will be sent to the Board of Trustees electronically for review.

Discussion: Randi Hunewill suggested to look into removing group dial in number for Nevada HOSA and replace with a direct number.

Direction: Board of Trustees members will review contracts/agreements and participate in an online vote at a later date.

State Officer Budget for Travel

Discussion: The board discussed state officer participation in Nevada CTSO Summit this year. The original decision was a one year decision, but was revisited at this meeting. Hanna Eason shared that it was great to get started earlier and use the motivation from NLC to jump into the year.

Decision: It was moved by Jenny Ha and seconded to defer participation decision until Summer 2014 and not participate for 2013. Motion passed unanimously.

Approval of Calendar

Decision: It was moved by Dennis Ryan and seconded to approve the 2012-13 calendar as presented.

Direction: The date of the Legislative Experience in Carson City, NACTE dates, and the updated FLX Reno date needs to be added to the calendar as soon as possible.

Bylaws Review

No items from bylaws are needed at this time.

New Board of Trustees

Discussion: Two prospective board members have been identified so far: (1) Jennifer Hoover from Reno and Heather Watterlund.

Decision: Jenny Ha moved and it was seconded to approve addition of 3 new Board members for Nevada HOSA's Board of Trustees.

Direction:

- A deadline of December 1, 2012 was set to nominate 3 additional Board members and conduct electronic vote of the Board.
- Resumes/bios due to Nevada HOSA by December 1, 2012.
- Nevada HOSA will notify all chapters of the opportunity to nominate and recommend Board members.
- Newly appointed Board members will receive training prior to annual meeting in March associated with SLC.

HOSA Varsity Letter

Concept was brought up to offer HOSA Letter beyond just the state officers being eligible.

Direction:

- Board asked State Officers to come up with criteria for a statewide letter for design as well as criteria.

Middle School Recruitment

Discussion: In preparation for Middle School participation in Nevada HOSA, the following ideas were discussed:

- Dennis brought up the idea of doing outreach to middle schools feeding its programs for career and technical academies.
- National HOSA has middle school curriculum and guidelines. Middle Level can attend State, but is in need of recruitment tools and middle school activities/programs.
- Suggested that middle school students participate in some type of basic CPR / First Aid training/activities.

- Middle school students can participate in a scavenger hunt or Boot Camp with timed activities and leadership experiences.
- Use SLC 2013 in Reno as a “test bed” and beta testing environment.

Direction: Nevada HOSA will publish guidelines for Middle School competitions.

Pin Design Guidelines

New guidelines for the Pin Design Contest was presented. Primary change proposed is to submit them electronically. Board really wanted to make sure if we go with an electronic format that we still preserve an option mailing, shipping, or submitting in other ways than electronic.

Nevada HOSA Strategic Indicators

This agenda item was addressed during the budget discussion.

Adjournment

Board Chair Charlie Mann thanked everyone for their continued support. He also encouraged everyone to promote and further the goals of Nevada and National HOSA.

Dr. Patricia Castro moved and it was seconded to adjourn the meeting. Meeting adjourned at 6:45 p.m.