



# CALIFORNIA AGRICULTURAL TEACHERS' ASSOCIATION, INC.

CATA Executive Committee Meeting Agenda  
July 29, 2020 – 4:00 p.m. to 8:00 p.m.  
Harris Ranch Inn – Suite 211

1. **Call to Order**            **Rosemary Cummings**            **4:00 pm**
2. **Roll Call**            **Focus Question: What are we thankful for during this time of so much change?**

<b>P</b>	<b>Rosemary Cummings, President</b>	<b>P</b>	<b>Leimone Waite, Post-Secondary Chair</b>
<b>P</b>	<b>Shay Williams-Hopper, President-Elect</b>	<b>P</b>	<b>Tim Donovan, Post-Secondary Chair-Elect</b>
<b>P</b>	<b>Kevin Woodard, Secretary</b>	<b>P</b>	<b>Jessica Cardoso, Secondary Chair</b>
<b>P</b>	<b>John Williams, Treasurer</b>	<b>P</b>	<b>Stephanie Goeb, Operations Chair</b>
<b>P</b>	<b>Erin Gorter, Past-President</b>	<b>P</b>	<b>Matt Patton, Exec. Director</b>

### 3. **Conference/Membership Review**

- Final membership for 2019-2020 was 896 (down 30 from 2018-2019)
- Current membership for 2020-2021 is 240 as of 7/21/2020 (515 on 8/14/2019)
  - The change in conference format usually pay at conference were not present to write a check. Officers need to push for members to pay their dues. Rosemary suggested that we come up with a plan to notify the members about their status. Matt is going to try to be a part of every sectional meeting to remind to members. Jessica suggested that we set the date for our joint meeting with Governing Board. This Zoom meeting is scheduled for *4:00 pm on the 11<sup>th</sup> of August.*

### 4. **Budget Update**

- See Budget Handout
- We all need to keep in mind that member dues and summer conference registration are the only sources of income for the association. Without a face to face summer conference, we miss out on that revenue. Patton stated that in hindsight, we may have needed to charge for the virtual event to recoup some of those expenses.
- During the hiring process for office staff at the center, Matt and Kerry identified two separate candidates that could not only meet our current needs but future needs as well. Both were hired and have begun the training process.
- Future Summer Conference planning needs to be addressed soon. As of now, there is no travel for CSU employees through June 2021. It is anticipated that this will likely be the same for most secondary schools. Without any guarantees as to secure historical locations, the committee opened the discussion about alternate venues (casinos, hotels, Ag Expo). The committee members expressed the need to identify a drop dead date for the 2021 plan. It was recommended that we finalize this decision by Winter Governing Board. Patton stated that based on the current climate private facilities should be willing to take on anything they can. We will take a look at three scenarios for future events (Face to Face, Hybrid, Online).

### 5. **CTE/Executive Director Update**

- Budget passed. K12, CC and Strong Workforce funds are currently at the proposed level of funding with UC and CSU systems facing a cut of nearly 20%.
- Matt went on to state that we will see another revise in August. Matt was a part of multiple legislative activities prior to the beginning of the Covid19 pandemic and that nearly all have been tabled at this time. The majority of the ongoing legislation is focused on COVID19 related issues.

- The FFA Center is located in a “hot spot” for the virus and some employees have worked from home for a time. Matt is in daily communication with Chuck regarding current CDE issues and will pick their weekly AGED Lunch meetings online.
- Rosemary asked Matt how he has been able to balance FFA, CATA, Foundation. Matt indicated that time management can be a challenge, but he is keeping track of his time. Crisis management has been heavy on the FFA side, but he has been able to manage that time.
- New hire in Foundation is going well, there is a need to focus her in on the FFA side, but he feels that time will be a positive change.
- With most of their normal events hampered by the pandemic, the State FFA Officers are going to increase their focus on Ag industry connections.
- Ag incentive grant will continue to focus on output of programs and justified in part by economic output to the industry and community. AET is a quantified value of their community service, jobs, economics when we are asked for “proof”. We need to continue to look at expansion of our concept of SAEs and CDE/LDEs.
- Finally, it was impressed on the members that we should continue to invite public officials to local activities.

#### **6. Fall Regional Meeting Message**     List of key topics to be communicated at Fall Regional Meetings.

- Promote Memberships.
- Development of a Three Tier Plan for the Summer Conference (Face to Face, Hybrid, Online)
- AET use will be tied to future funding and is not “going away”. We need to increase participation.
- Changes to AIG that occurred (regional representative should report out). We need to make sure that they are using AET.
- Without many of our usual “hooks” (FFA, SAE, Activities) for students, we need to maintain program numbers. What are YOU going to do to make sure that those students are retained. Virtual teaching is not an excuse to cruise. We need to step it up!
- Professional development may need to become a quarterly event. Not all regions hold additional professional development activities (an idea show in the fall is a great opportunity).
- Professionalism. Students and faculty in an “online setting” may not realize that everyone can see or hear them. We need to maintain our positive image of our organization.
- License plates must get done. Rosemary suggested an “Everyone Give One” campaign where if every teacher gives away one free license plate, we will meet our quota.
- What do those Plate Funds go towards? We need to inform the members and maybe provide incentives.
- Fall field day will require alternatives. What will we be able to do instead?
- Reaching out to Regional Officers regarding dues.

#### **7. Golden Slate Articles**

- Executive Committee schedule
  - i. September - John
  - ii. October - Shay
  - iii. November - Rosemary
  - iv. December -Kevin
  - v. January – Jessica
  - vi. February – Leimone
  - vii. March – Stephanie
  - viii. April – Tim
  - ix. May -
- Regional Officer reports
  - i. Everyone will do a quick couple things.

#### **8. Communication Plan**

- What should the plan be? We use Golden Slate, Weekly Zooms, Email Alerts.
- It was proposed that we may be sending too much information out and members struggle with sorting through to find the things they need to know.

- It was suggested that we maintain planned, regular and limited contacts to assist with those that seem to be missing the information.
- Golden Slate goes out monthly and we need to remind the members to check their junk mail.
- It was suggested that we look at refining our chain of information. Anything needed to be passed on will go out through the chain.

#### **9. Officer Duties**

- Officers were instructed to review their officer duties and responsibilities. See the roles of each of the officers and be in contact with the officer who has assumed your previous office.

#### **10. Virtual Conference cost or possible alternate location**

- The committee discussed the potential need to charge for future online conferences. It was mentioned that something similar to \$100 membership \$240 Non Members. No decision was made at this time.
- This topic will be discussed at Governing Board Aug 11<sup>th</sup>.

#### **11. Winter Governing Board Meeting / Wonder Valley - Advanced Leadership Development Conference**

- Many questions arose from the committee's discussion.
  - i. Is travel going to be an issue?
  - ii. Will we have a back-up?
  - iii. Is a virtual event worth the time?
- It was proposed that the experience be based around "Building Leadership in a Pandemic".
- Matt expressed that verbiage can be included to build in flexibility with grant funds.
- This will be discussed at Governing Board.

#### **12. Thank you to 2019-2020 Governing Board members**

- Each of the committee members volunteered to write thank you cards to the members of the last board members.

- DINNER BREAK -

#### **13. Executive Director Evaluation**

- Prior to this meeting, executive committee members responded to a survey containing commendations and recommendations for each of the evaluation criteria. Matt Patton was excused from the meeting to allow for candid discussion.
- After reviewing the results of the survey and additional discussion Mr. Patton rejoined the committee meeting.

#### **14. Executive Director Evaluation Review**

- The Executive committee provided Matt Patton with a verbal review of their evaluation.
- Written submission of the final review is pending responses from CATA and FFA staff.

#### **15. Next Meeting Date**

- Post Conference Governing Board – August 11<sup>th</sup> at 4:00 PM vis Zoom
- Winter Governing Board - TBD

#### **16. Adjournment**

8:00PM

Respectfully Submitted,  
Kevin – State Secretary