

**Benson Polytechnic High School Alumni Association  
Board of Directors Meeting – Official Minutes**



Date: October 8th, 2012  
Starting Time: 5:30 pm Ending Time: 7:30 pm  
Benson Polytechnic High School - Library

**ATTENDEES:**

Ken Bakke (KB), Max Baker (MB), Josh Piper (JP), Rob Johns (RJ), Wayne DeVore (WD), Dick Spies (DS), Dale Bajema (DB), Neal Galash (NG), Don Wear (DW), Mike Landstrom (ML). Guests: Kevin Flink, KBPS. Andy Hryciw, Senior Account Executive at Clear Channel Communications; Chris Sargent, Program Director KLTH/KFBW at Clear Channel; Craig Wilcox from Wells Fargo, Dick Burnham, Hoffman Construction

**MINUTES:**

- Introductions:
  - Kevin Flink: KBPS instructor 1975-2007, rehired Aug 2912, and is ½ time operations manager.
  - Andy Hryciw: ClearChannel
  - Chris Sargent: ClearChannel, Operations Manager and former KBPS student
  - Craig Wilcox: Wells Fargo financial consultant, worked with Technical School in Coeur d'Alene
  - Tristan Lemons: Local business owner and former KBPS student.
  - Dick Burnham: Hoffman Construction. Class of 1976 in construction. State e-tech College Board, chair OPASS – Pre-engineering and Applied Science (K-12). Ace mentorship founder. HS students and college; ACE industries – scholarships. Also involved with PWA as a volunteer. 1971 Porsche converted to electric. Youth Expo – talked to students about building electric cars. EV industry interested in building classes here.
- Guests spoke:
  - Kevin on KBPS:
    - Since Aug. Mandate from Principal: make the station more interesting to students. District allowed us to buy some time. Kevin changed the platform: for the past 14 years, it was elementary and preschool programming. It had been a student idea – it was safe and a family format. But the students have not been interested in producing this programming. Teen contemporary music during the day. Over 90 percent of calls and emails have been positive.
    - We can keep the language clean because we control the music library, then students select from that. Automated system, changed news breaks. They record IDs on the air so their voices are heard on the station. Previously it had been professional people from LA to do that. Thanks to Randy Thomas who was the female announcer that was doing it (academy awards etc.). Also looking for alums to do the IDs for the evening hours.

Bringing back alums to work on election night coverage. We had done it 84-2004. Next March KBPS turns 90 - second oldest station in Portland.

- Students designing a logo and T-shirts for promotion, buttons etc. for Tech Show. He's talked to musical artists that are alums about doing a benefit concert as a fundraiser, around the anniversary. Former administration got rid of student chief of staff, so they are bringing that back - leadership, production and promotion skills.
- Chris and Andy want to help put together a revenue stream. They are very interested in piggybacking on the foundation so they don't have to create their own. ClearChannel has 7 stations in Portland: education about the product and what they do for the community is important. Need those students with new skill sets. There are advertisers and sponsors that would love to be involved with KBPS.
- Tristan wants to put together friends of KBPS foundation. Getting all of us together to see what can happen.
- Discussion on KBPS:
  - RJ: We have been discussing the idea of building groups of alumni to help with each major, so this fits in.
  - Kevin: We're a non commercial channel, so we can't have direct advertising, but can find grants, etc. but need money to hire someone to do this.
  - Dale: the foundation could act as a start for tax deductible donations etc.
  - Dick: applaud the business leaders jumping in and getting involved. We need the curriculum to be tied into real jobs - kids know what they are learning is relevant. Putting the kids out there first is so important. They need that experience. We need to let the kids do it and make mistakes and have it be ok.
  - Kevin: They will make mistakes. They need to make them here at this level, so when they get into the business world they have more polish. Steve the instructor says kids are ready to volunteer, much more than last year. There is a 9 week exploratory class for sophomores. They are trying to get in and edit music so they can get their stuff on the air. You can hear the wheels turning. We want to open it up as it used to be, to other high schools. We want to get to that point that we can welcome other schools on a space available basis. We are on the web, so anyone can listen to us - there are listeners all over the US: KBPS.AM
- Guest speakers present:
  - Craig Wilcox:
    - Burning question: donation process. If you give money to PPS: minimum of 1/3 is redistributed to other schools - entire system. There are a few key loopholes - give equipment goes directly to the school - is not distributed. Does this apply to services? etc. how does clear channel donate? Etc.
- Discussion on school funding:
  - DS: Industry has the same questions. There are small, medium, and large business donors that won't donate if money goes to PPS. Donations over \$10,000 get 1/3 skimmed off. KBPS student fund exists, but the use is limited to students. We have the scholarship fund also, through OCP. The district's

attitude is changing toward partnerships now. You'll see it in the bond measure.

- RJ: Finding the in-system and out of system balance.
- DW: The school board is finally starting to listen about us finding partnerships. Starting to bring back those partnerships.
- ML: electronics components to do broadcasting: Cisco, Oracle, etc. all the gear. We can make partnerships there.
- DS: KBPS can be a platform for telling the Benson story and making those connections - English department, marketing, etc.
- Kevin: Radio isn't considered the cutting edge of technology anymore, but we are going to record holiday programming at several schools in the fall. It's a worthy goal, but a battle right now.
- Craig Wilcox:
  - Describing the school in Coeur d'Alene: There are 250 students at a time, nursing, hospitality, welding. 3 shifts - night shift. They use the facilities almost 100% of the time. Looking for renting spaces on the weekend. Public high school, J/S. 1/2 day other school, then 1/2 day at K-Tech. School covers three school districts in the county, all three get a proportionate share.
  - Coeur d'Alene gets half the enrollment. Each district pays administration in same proportion as enrollment.
  - Re Benson: Capping takes money away, donating the money takes money away... how do you meet the needs, graduating only 200 kids a year? There are different factions for professional/technical. You need to line up the path and get the middle tier on track. Overcoming the idea of 'vocational training/skills'. That 'vocational' wasn't a good job - can't support a family.
- Discussion on school structure, programming, etc.
  - DS: Originally they wanted to make Benson a 'skills center', but that idea was thrown out. Now the focus is on Career Technical training.
  - DW: When the kids see in a business how they need to have English, math, communication skills, they can put it all together and realize how important the high school experience is.
  - Dick B - Local unions' plumbers and electricians - 55 average age. They have a terrific training program. Paid day 1. 4-5 apprenticeship. Ave age of people going into the program is 30.
  - DW: I am looking at powering the operations trailer electrically.
  - Dick B: OEBA meets 2nd Thursdays. I asked how many Benson alumni can clean out their shops to donate parts. Let's put together a car and help Benson kids build it. Response was very interested. One of the local businesses has some conversions they've done, and are trying to get rid of. If you didn't sell, would you donate them? Kids could take it apart, reverse engineer, put it back together. Shore-power: Jeff was interested. There are questions about ownership; will it be street-able etc? Details - it's just an idea right now. Brett Anderson, head of automotive teachers is looking for electric car projects.
  - Dick B: Toyota put together a car for Pike's Peak race. EV teams. Leading 4 racers were using our motions systems from Wilsonville, leading VP is Benson and OSU grad. They would probably support doing something here

also. There is small but growing EV industry here. Charging, components, etc. Can see that sponsorship coming back here, especially with the Foundation.

- DW talked more about the event trailer, money to student body, attention to sustainability.
- Brett Anderson contact info: andersonb@pps.k12.or.us
- Guest speakers were done presenting. Normal business meeting ensued.
- Approval of previous minutes: Aug 4th, Aug 9th, and Sept 13th. JP indicated a correction for September re the PayPal account. NG moved and DS seconded, all approved the minutes, with September correction.
- Treasurer Report: \$2680.36, PayPal: \$11.35
- Membership report: 170 members
- Community connections:
  - Site council: Dale:
    - Next meeting tomorrow.
    - Carol wants the council to draw up a 5 year plan. Results in the next few months.
    - There is a revamped health and PE program here. It's not the same as we remember. There is one year of PE or 1/2 year health. It's turning into nutrition and lifelong health. Yoga, exercise room with donated equipment from Nautilus. There are Nike people coming to do training. Posters around the school etc. This is an example of Carol and teachers - input for revamping the program.
    - Carol talking about computer sciences and engineering - won't be able to get the major back in the next few years, but they will start tweaking the science and math classes to incorporate engineering etc.
    - DS was really impressed with Carol's direction, getting the teachers involved, revamping even with little to no funding, finding partnerships etc. DS wants to be involved in the 5 year plan, so DB will keep him informed.
  - Bizconnect meeting – RJ: mayor's initiative on business connections to schools. Focus on Grant and Benson. Carol Smith was there, higher ups in education and businesses and schools. Networking, creating opportunities for students. Kevin Jeans-Gale - PWA, VESPA's HQ (windmill people): Benson's job coordinator was there - VIGOR, EVRON. Kevin trying to get a grand tour going. There is more interest in those partnerships.
  - Booster Club – DW:
    - They need help. Juanita was the first president, but has resigned.
    - Carol wants the alumni to get interested.
    - Homecoming game at 4PM at Buckman field (behind Benson) on the 26th - 5 foot barrier between edge of field and spectators. We need guards to keep people off the field. Thinks there will be T-shirts for the people that help. DW will be there. Need more people. Portland Police will be there to help manage the open areas, but need people in the 5 foot buffer area.
    - RJ will talk to chuck about the alumni t-shirts, having them for sale at the game, how much we have to make on them, etc.

- JP can send out an email to alumni within 50 miles to tell them about the homecoming game.
- Kevin - student body president - interested in meeting the alumni and hearing how they can get to good jobs etc.
- DW will continue as the representative.
- OIT partnership: RJ:
  - The agreement (2 page academic partnership) is sitting in the black hole at PPS. Carol hasn't signed it. He emailed Carol again.
  - Campus open house Oct 17th.
  - DS: They might be waiting for the bond measure to pass - recent conversations with U of O and OMSI, and they are waiting to see about the bond.
- Bond Measure: DS:
  - Please consider voting for the bond measure. We need the facilities, and there is planning money for Benson. It will take 4-5 bonds to get it all done.
  - Seattle is way ahead of PPS in fixing their schools.
  - Our Portland, Our Schools PAC is there if you can help. The recent editorial in the Oregonian wasn't very good. Misinformation.
  - 20th century schools will save money in operations, which means more money for teachers. We can talk to the businesses about supporting the bond measure because we can then use the planning money to build those partnerships.
- Drafting Construction class:
  - DS is teaching kids to draw by hand. Show the kids the drawing that he and his team produces - what happens day by day in the design profession. Teach easy techniques to produce work. Encouraging them to feel confident in putting their thoughts down on paper.
  - Break down fears and inspire the kids. It's a freshman and sophomore level. Technical and hand drawing, then next year they move to computers. There is a waiting list for the program - not enough teachers.
  - If we can build the interest in the business, hopefully we can raise the money to buy what we need to have more classes. Also need volunteers - to come in as business people and how they deal with their issues on a day to day basis.
  - He's talking to U of O grad teacher. He'll be a mentor to some of them - wants to pull in Benson kids to sit in on design critiques. An amazing experience.
  - DW: finding creative ways to deal with real world problems - like electric scooters.
  - DS: Benson house is now under construction - site layout and foundation marking. We still need a sign.
  - RJ: thanks for being a teacher for the kids.
  - DS: We must be involved in the 5 year plan and help shape the curriculum. Have business people offer opportunities for kids to come through the business.
- Chuck H had a question about the link to the Alumni site, whether it's visible enough. JP: you have to click the 'past' link on Benson H.S. We get about 30 visits a month from that site. JP will email Chuck.

- MB will do business card info check and email before next meeting.
- Alumni Band: WD:
  - He put in the band rehearsal cub a month ago. Hasn't heard - but people seem a bit busy.
  - We might miss the football season. He'll email the crew and see if we can get some together for the homecoming game. JP said that the sound is being swallowed outside, so not sure if it will work.
  - There is an art and music measure on the ballot; it might influence having some kind of music program at the school.
- RJ:
  - He is going to invite the job coordinator Miranda Ryan, and athletic director to next meeting. Standing invite to student body, carol etc.
  - JP will add Craig Wilcox to the participants email list.
- The next meeting will be group MacKenzie at 5:30PM. **(UPDATE: Next meeting will be 11/5 at Benson library 5:30 – 7:30PM)**
- KB and Chuck H are going to coordinate the lawnmower request.

#### OLD BUSINESS

- Can we get a video for PR for the new construction design class?
- Formalize Benson tours for industry and others. Each room to have a student ambassador? RJ to talk to Carol. Kathy Skatch is the communications teacher.
- RJ to follow up with Carol about \$250 matching travel funds for kids to take the train to Kfalls for OIT open house.
- Interview Miranda Ryan, jobs coordinator, and put it up on the website? Video? Student project?
- We need to put together marketing materials for the Foundation.
  - Who are we and what are our intentions? Trifold.
  - Carol can have it on her desk - we can all have it to carry it around and hand out.
  - We need to put some things on the website also.
- We need two “Stay tuned for opportunities to participate.” letters:
  - Portland Business community - businesses that have indicated interest in Benson.
  - Alumni.
  - We might be able to use some senior students in English or Communications to try and create the documents. A senior project?
- Can we pursue more one on one meetings with school board members?
- 100 year celebration. What is the district doing? What is the school doing? What are we doing?
- Plans to communicate with students:
  - Can we get info into PTSA newsletters to parents? - End of year one would be great: don't lose contact, sign up now.
  - Could we even enter the classrooms in the last month of school?
  - Can we get senior class president to come to our meetings?

- How do we talk to the lower classes?
  - Helping with student registration is a good start.
- Can we get a few minutes in front of a pep rally?
- Older generation had more insecurity about our personal information. This generation is more open - Facebook, etc. They will be more likely to provide us their email addresses etc.
- Make sure the email address and website is at the bottom of the newspaper, principal's letter. etc.
- Video reader board around the school, where kids could see announcements and information. Carol seems very supportive of that idea. We might be helpful in that area and get some promotion.
- Band ideas:
  - Carol is interested in getting a music program going. Who will meet with her to talk about what they can do to get more student involvement?
  - Band information needs to be in the welcome packet for next year:
  - Should we be a band club? Spanish teacher adviser. This may solve contacting the kids issue for reminders about practices, etc,
  - What information: meeting times and place, possible events
  - JP: also could record practice tapes.
  - JP: would the club status give us access to district instruments or music stands? Should check.
- We need a plan for collecting info about alumni job skills/employers, as a way to find new business partners for Benson:
  - DB and JP to meet on ideas to build out the alumni DB on skills and employers. DS: try and hook up with advisory boards for the CTE programs, which exist but are ad hoc. Graphics instructor said she had the advisory board but she was possessive about it. DS: If we go through Carol, then we could act as intermediaries.
  - Langley Associates is a property management group for properties in the Lloyd district. Dick has convinced them there is a strong relationship between what happens at Benson and their properties. They are excited about being involved, and can be a link to their tenants - other partners.
  - PGE is already helping with the technical drawing class curriculum.
- We need a plan for communication to talk with political figures at all levels: mayor, county, state. Lay out our vision of mixed use development and business partnerships.
- How can we make our board more diverse?
- How can we get Benson staff that are alumni involved with the board?
- JP reports that there is more memorabilia in the back room where the yearbooks are stored. We need to think about how we can preserve this history.
- Ray to help coordinate PR releases to the Portland Tribune, Willamette Week and the Oregonian about what is currently going on at Benson.
  - JS met with a class of 2012 transfer student, who said he transferred out because they lost the architecture program. Said he would be interested in telling his story of missed opportunities. He was doing an office tour.

- Opportunities for alums to help:
  - JS – There is a health Corps program funded by Dr. Oz. This is the 2<sup>nd</sup> year. Coordinator on campus is doing things to keep kids healthy, does classroom stretching, yoga during study hall, etc. She could use more support. Materials, time, garden.
  - JP – does internship framework exist? Dale: PWA does the internships. They present a framework with commitments to businesses, so they can evaluate it annually.
- Ideas of alumni support:
  - Ben Fleske OMSI – Josh to contact
  - OSU Extension – 4H support – Rob to contact
  - NASA space camp scholarship for two students? Max to investigate
- Benson memorabilia:
  - Can we set up a museum? Can we tack on to other Benson stuff around town? Or find a space here, curator, etc.
  - CH: Daughter good grant writer and a curator. She might be able to give us advice.
  - TH: do we have any display cases? CH: all the display cases have stuff in it, but where did the old stuff go? TH: Bruce Alton was in charge of taking all the trophies and stuff out of the cases
- Benson and the State of Oregon received the sustainable program grant and they've been working on the study for two years but haven't finalized it. Dale to contact Tom Thompson with the Oregon State Department of Education and Reese Lord, who was working for the Mayor but is now at Systems, a private group of Educational Consultants.
  - 7/2012: Sustainable program grant: DS says Tom Thompson still working on it. Still needs to be finished.
- We need to formalize the role of PTSA liaison.
- Once the Foundation has 501C3 status:
  - We could ask that it be listed as a flight miles donation option at various airline websites.
  - instrument and cash donations to the band will be tax deductible
  - We can consider going for the Bill and Melinda Gates grants
  - We could consider moving from the district funding the Benson house construction to the Foundation, that way profits from sale would be reinvested in the school itself.
- RJ: thoughts to recruit:
  - Dig deeper into matches of people with majors. Mission based approach to recruiting.
  - Start with communication about supporting the station. Rob will draft and send to Dale and Josh, for showing to Carol for approval.
- Outreach and Partnerships - RJ
  - OSU not reaching back yet. U of O is waiting on the results of their program with Jefferson.
  - OIT/Oregon Tech



Meetings At Benson library:

- Nov 5<sup>th</sup> - 1<sup>st</sup> Monday instead of 2<sup>nd</sup> Monday
- Dec 10th
- Jan 14th
- Feb 11th
- Mar 11th
- Apr 8th
- May 13th
- June 10th

Respectfully Submitted,

Maj Britt (Max) Baker  
Secretary  
BPHS Alumni Association