

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



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

ATTENDEES:

Joanne Stainbrook (JS), Chuck Heil (CH), Ken Bakke (KB), Neal Galash (NG), Rob Johns (RJ), Max Baker (MB), Josh Piper (JP), Wayne DeVore (WD), Don Wear (DW), and guest Connie Mar.

MINUTES:

- Opening remarks by RJ:
 - There has been much communication about partnerships, very encouraging. Kevin Geans-Gale and PWA put together a two hour session with 16 potential employers. There were also machine union reps there. It was very rewarding to hear a common theme that there needs to be young people replacing the retirees in the workforce.
 - There are manufacturers interested in facilitating internships. Challenges with laws in place with OCIA etc. If kids are younger than 18 there are laws about kids being around heavy machinery. The person from the Bureau of Labor Management did not show up, but they need to have those discussions about how to craft the internships. DW: interested in attacking the issues of OCEA and legal issues from a legislative perspective. If we can narrow down the issues, we might approach the Labor Commissioner, etc. **RJ will follow up on that and try and set up a meeting.**
 - Kevin and RJ looking at where to take these relationships. Bicycle parts manufacturer is interested, etc. Where do we take this? RJ wants to talk with Kevin and Miranda about this.
 - Carol did a nice job presenting the CD Rom of what they showed to kids interested in the program, and they did a tour of 3 or 4 of the shops. It was great.
 - Susan Nielson from The Oregonian - editorial staff - she had written a piece in the last two months about the business need for CTE. Kevin had reached out to her.
 - Carol handpicked 20 seniors that had black T-shirts 'Tech', cross-section - kids going to college, kids in auto/construction, etc. 1/2 hour of questions between Susan and the seniors. RJ: maybe we can dispel the perspective that Susan said:
 - What if the school district had made it into a 2 year skills center, which all students could have come to? What RJ thinks Susan didn't get was that the freshman and sophomores go through 8 sample classes so they can find direction. RJ thinks you would end up with just junior and senior exploration, instead of deepening understanding.

- The kids came out strongly to say - they came to Benson thinking they would do one thing, through the Freshman and Sophomore year exploration changed her mind. RJ asked if anyone had thought of dropping out? Female student in Auto said that being in the hands on classes kept her from dropping out.
 - **The article that came out that next Sunday only gave Benson about one sentence. The theme was - will the schools be able to work fast enough to be able to capture the needs of industry?** We like that she captured that there was a need, but KB: seems to me she didn't understand the spirit of Benson. Every time someone writes an article it never comes out the way you think it will.
 - CH: She needs to talk to people down the road a few years and can come back with the perspective of how Benson helped. It gives you the confidence to believe you can tackle any problem.
 - We need to keep developing that contact.
 - The president of Evraze (bought Oregon Steel) came. It was a great experience.
- Approval of previous minutes: CH approved minutes as corrected with contact info. KB seconded. Motion passed unanimously.
- Scholarship:
 - OCF inherited the scholarship fund from the district - it's been in limbo where our fund was somewhat tied to other school funds, and they have been working through the legal steps to separate them out etc. When Josh asked about changing the name, they said it was good timing. A letter arrived that the name was changed to: Benson Polytechnic High School Alumni Scholarship Fund. Now legally everything is good. The new payment link on the website takes you to the OCF site and gives info about writing checks to OCF and specifying the Benson account.
 - JS: So can we transfer our money and close the account? JP: yes, but let's wait on that and discuss at another meeting. We are informed of the interest and how much scholarship money is available, and the counselors decide who gets the scholarships. NG: It might be worthwhile to note on the website: reunion committees should consider donating surplus funds to the scholarship fund.
 - JP: We can do that. As we reach out to reunions we should offer that idea also. JS: For next year we should think about how big the nest egg is and if we want to do any fundraising drives to take it up to the next level - use that as a motivation to grow it a little more.
- Treasurer Report: 3091.71 includes PayPal money.
 - Includes money for the lawnmower project. The money could be used for gasoline or other lawn care expenses.
 - CH: a committee needs to be formed so it's not all KB. Need to figure out where grass trimmings are going etc.
- Membership report: unchanged at 170 members
- Community connections:
 - Booster Club – DW:
 - There's been no word about when the next meeting is.
 - Football game:

- Talked with Boosters at the football game, signed up to meet with them; they were very excited.
- DW: fun talking to kids and meeting their parents. When the band was playing, he noticed how much the cheerleaders and the kids got more involved. He'd like to see the band and the cheerleaders more closely coordinated.
- WD: the cheerleaders have indicated they are interested, but we can't get them to commit to meeting with us. Ironically there was one day last year they tried to come to rehearsal when we didn't meet. His contact with the parents might push the cheerleaders. We'd like to focus on the cheerleaders learning the words to the fight song and teaching the crowds.
- RJ: Troy Berry would be a good connection.
- DW: Interested in making connections with the kids. Looking forward to connecting with Connie about the Ambassador program materials. Booster club fits in with that. There were 10 parents at the Booster club meeting the last time. He saw a few of them at the football game.
- WD: As well as the football game was, it was pulled off by only a few people, each doing a lot of work. Hopefully some of them will be helping out.
- DW: They had a table at the game, there seems to be a lot of interest in getting it started. The parents were very interested in the Ambassador program.
- CH: Basketball starts end of Dec, seriously starts Jan. One thing about the football game, he saw the PTSA and Alumni Association only did so much - Carol took a lot of the work in house.
- DW: When I was doing crowd control, I was questioned by the teachers about who I was and why helping.
- CH: So there wasn't enough communication about who was helping etc.
- DW: I needed her to tell the kids I had authority, because the kids didn't respect me until she told them to. It was a lot of fun, I really enjoyed talking to the kids about who we are as alumni and how we want to help them.
- Bond Measure: DS:
 - No updates. VOTE!
- Foundation:
 - NG introduced RJ to someone who has run some foundations before. She gave RJ a book of foundations. Cindy Scheel, director of PAWS, takes care of pets for the homeless. Husband works at a radio station, so she knows many KBPS grads.
- OIT partnership:
 - RJ: OIT memorandum of understanding with Benson. PPS signed it, but made changes to it. Rob has been trying to get all the people together. He took two people from OIT to the class where construction drawing was being taught. He was at the open house on the 17th of Oct, went with

Craig Wilcox. Talked with teachers and instructors. They took an office building and made it into an educational facility. The curriculum matches up so nicely with Benson's. There is the opportunity for dual credits. It might spur OSU to come forward. This helps them stake one spot out, consolidate their identity. RJ is very excited about it.

- JS: Did the field trip ever happen? RJ: nope. The admissions guy said there were two other times during the year they could have students come down. RJ thinks it is timing. Two of the seniors said they were going to Oregon Tech. Will focus more on that in February.
- Reunions: JS: has there been any alumni contact for reunions this summer? Might be worth checking in with all the 3 years. RJ: websites, Facebook, etc. JP will post on all of the social media sites. JS: Could suggest Kenton Station and co-hosting at the alumni picnic.
- CH: there are 12-15 shirts left. KB needs XL. DW needs large. Cost is \$10.
- Discussion of old Business points:
 - RJ: Formalizing ideas of tour for visitors student ambassador's program. RJ suggested to Carol that each class has student representative, so that when visitors touring come in, there would be a student prepared to help and talk about the program. RJ thinks the seed was planted and we'll see how it develops.
 - Idea of an interview with video: Miranda, etc. text and video interviews on website and reader boards. One minute or so blurb on what's what. CH will talk to Kathy Skatch about having students do that kind of thing, getting us the video to post on the website.
 - CH: Will bring info about curating for Benson memorabilia, creating a museum, etc. Needs to contact his daughter.
 - RJ: Sensing that alumni would be excited about knowing trophies were on display etc. and bringing Simon Benson into the community. JP: Where they are storing it now, it's a mess and things won't last too long.
 - JS: We should mention this to DS. If the bond measure passes, a room or plan for what to do with this stuff should be part of that planning.
 - RJ: Senior projects - building display cases now to peak people's interest for long term plan.
- JP: membership mailing coming. Can we talk about money - renewal letters, scholarship plea etc. 161 memberships. 148 have mailing addresses. Would like to send them paper mailing. Thank you, outline what we've done, ask for renew, include letter on scholarship fund and how to donate. Everyone else in the DB, we'll do specific email about membership.
 - KB: and please spread the work to other classmates.
 - JP: \$67 in postage. Already have envelopes and paper. KB moved we authorize \$70, CH seconded. Motion passed.
 - RJ: can we post electronically that we're having our membership drive? JP: yes, that's part of it.
- JP: Facebook - someone asked about contacting someone. JP looked it up, said we do have info. Send me your info and I will pass it on. The person thought maybe Josh was not legit.

- MB talked about Allan, who emailed via Facebook re an alum. We did not have the alum's info, and Allan did not pass on his info. She suggested he post a question on the alumni website. At least people are looking out there.
- RJ: Tech show coming up - how do we communicate that? Can we include a blurb about it? President's day week - that Thurs and Friday.
 - Are we doing a push closer to tech show, too? JP - think two years ago we did a postcard. For now it will be electronic.
- 100 year celebration? Think it's a good opportunity for publicity - community, Simon Benson etc. CH: There aren't many other HS that have the community connection.
 - Get the grandkids involved: Chet and Darcy. JS: Can we cast a new bubbler? Original molds somewhere? RJ will send a note to Carol. Max will research the potential years to celebrate. [NOTE: the anniversary is Sept. 2017.]
 - CH: The college I went to just celebrated the 100 year anniversary. DVD narrative. (Reed) He will try and get ahold of it - very interesting and informative. JS: i think one of my neighbors helped with the research on that.
 - Oregonian retrospective?
- Connie will start considering logo and trifold for the Foundation - start thinking about marketing materials now. JS gave Connie materials from PWA from Kevin Geans-Gale. We won't actually produce materials until we get our official status.
- Communication with students - talked about PTSA and Carol's newsletters - getting our contact and website info on them. Visiting classrooms or pep rally to promote it, even maybe collecting email addresses.
 - Video reader: CH wants to promote it. Small announcements: Clubs, volunteer work, shops/majors, crawler: PTSA/Alumni Association info.
 - RJ: will talk to Carol about the idea, we are willing to put up some seed money, would have some people on committee. Would need one or two teachers, kid involvement.
 - JS will ask Caesar if he'd like to help on committee.
 - CH moved that we reserve \$500 funds for this type a project. (Since we have that from lawnmower)
 - Discussion: WD: should we talk about it first before committing money?
 - RJ: Seed money only, as an offer.
 - CH: might also use crawl boards that have been donated by Blount.
 - NG: money donated for lawnmower, can't use it for something else. DS, WD, and RJ were the donors. All agreed it was ok to use the money this way.
 - RJ: all in favor? Motion passed.
- KB: Benson house - pouring foundation. There isn't a sign up. RJ will send a note to DS and Toni Francesconi. We could do a vinyl sign up very soon!

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 K-falls for OIT open house.
- Interview Miranda Ryan, jobs coordinator, and put it up on the website? Video? Student project?
- Connie is working on 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: September 2017: What is the district doing? What is the school doing? What are we doing?
- Plans to communicate with students:
 - Utilize KBPS.
 - 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 who are also 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 2nd 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:

- Dec 10th
- Jan 14th
- Feb 11th
- Mar 11th
- Apr 8th
- May 13th
- June 10th

Respectfully Submitted,

Maj Britt (Max) Baker
 Secretary
 BPHS Alumni Association