

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



Date: January 7, 2013
Starting Time: 5:30 pm Ending Time: 7:30 pm
Benson Polytechnic High School - Library

ATTENDEES:

Rob Johns (RJ), Max Baker (MB), Mike Landstrom (ML), Josh Piper (JP), Ken Bakke (KB), Joanne Stainbrook (JS), Neal Galash (NG), Wayne De Vore (WD), guests: Craig Wilcox, Wells Fargo consultant, Brett Anderson (Automotive, Tech Show coordinator), Carol Campbell, Principal

MINUTES:

- Carol spoke:
 - She received a letter from a 1940 graduate who wrote a letter about what he did at Benson and how it helped him through his life. JP is going to contact the person and see if we can post it. Carol sent him a thank you and a scarf and told him what was going on at the school, invited him to be an honored guest at Tech Show.
- Brett spoke:
 - Thanked the alumni. The teachers may not come to the alumni meetings, but they really value your work.
 - Tech Show:
 - May need to schedule Tech Show to be a few weeks earlier next year. This year the high school registration cutoff date is the Friday of Tech Show. We will have computers for kids to enroll and will encourage them to enroll immediately, if it's what they want. (ML arrived)
 - Thanks for taking care of the alumni room and everything in it last year.
 - He reserved the old gym for us. Last year the yearbooks weren't there, but we found where they were. Brett will get us access to the room: who should we see Thursday afternoon? Find Brett or Roisann.
 - JS: we had senior slide shows on video. Kathy Skatch coordinated? Many younger alumni loved that.
 - MB: We had enough for about 200 people. All agreed that was good, though we ran out of punch.
 - Food sales are now all funneling through skills USA (used to be VICA), except root beer floats (NHS). Kathy Skatch looking for professional coffee cart to come in and do specialty coffees and donate or split profits. In the back hall. Specialty food carts - Buffalo Wild Wings, maybe others we could set up in the back hallway, and fun for guests.
 - KB: We need to make sure we have the information about where to send kids to register, where the food carts are, etc. It would be great to have information on the volunteer opportunities for counselor center time slots available for help sessions for scholarships - if we get info we can push it.

Also, info about successes for apprenticeships programs, scholarship winner info.

- ML: Can Benson have its own Facebook page? Carol: anyone can set it up, can't access it on school grounds during the school day. Carol will look out there. The Benson website is student run and up to date - the Facebook page would point there.
- RJ: What about traditional media? Brett: we do all the small free ones. Can't get anything in the Oregonian. Clear Channel has been gracious for many years - billboard and bus backs. But we don't have the contacts we used to - too expensive. 12 bus backs were \$1800, which wasn't bad. K103 Thursday morning gets a lot of people. 6AM nice interview and get the word out.
- Carol will try and get someone from Oregonian to do a 93rd Tech Show. Jennifer Anderson? Susan??? Might get an article that week. Drew Carney - nothing back from him yet. KGW contact - might do morning thing.
- OPB - morning updates. Brett will check with Steve and Kevin, who usually do the contacts. Kevin might have clear channel help with commute time advertisements.
- Press releases are sent out two weeks ahead to all the local stations and papers for community service.
- One year they used the Alumni handbooks - had students cold call alumni. It's good training for students - phone etiquette, contacts.
- Carol gave out fliers for Tech show.
- Brett: Renewed effort on using social media. Encouraging all students and staff to post information on Tech Show on their own social media sites.
- Carol: The OIT partnership announcement is at end of Jan. She will push Tech Show then. OIT is doing e-vites to their people, and our two media depts. are working together. We're doing a paper invitation like the one we did for the Benson house last year. Will be mailed to board members, alumni, etc, to come to the signing of the agreement. Here, Feb 1st 10AM. 9AM for coffee, doughnut, mingle. 10AM sign, then smaller group will go to OIT at Wilsonville for tour and lunch... she is hoping OIT teachers can come to tech show, etc.
- Alumni help in the new gym would also be welcome.
- Shadow days:
 - Brett has flyers for student visits/shadow days. It's only been 4 years we've been allowed to talk to the middle schools about the programs. It's a busy couple of weeks, but it's an incredible opportunity.
 - If we had time/resources etc. it would be great to have students along. Robotics demos, etc.
 - JS: Freshmen only first day of school still going on? Carol: Did it last year but not this year. We got rid of it because of the staff response. There are so many required instructional hours and days etc, that we needed all students here. Once we have them on the books, they are locked in. With only 900 kids here it's not that crowded anyway.
 - Brett: Thanks for everything you do. RJ: Thanks for coming.

- We'll do this every year - good to come to the Jan meeting. Positive interaction. Great to be here.
- RJ: Dick Burnham is active in electrical vehicles. There are companies out there with equipment to donate - is the program interested in those things?
- Brett: We do have an electric vehicle. I'm approached quite often from people that want to build a vehicle and share it with the students - usually one or two students are interested. What we want is a pure electrical, not a conversion, because it's two different things. The one we have was built in 1979 - we need about \$1000 of batteries and we could drive it around. The reality is we have an avenue for students interested, but if we want to go electric, we want a mainline vehicle. But we are still interested in the connections, in talking to students about it. Show the project vs. who wants to work on this project is good for now.
- Carol spoke:
 - Bulk of work right now is middle school visits and Tech Show.
 - We are constantly battling for more kids. Sending those emails right now. Making sure kids who want to come here get to come here. School board has heard about the successes of minorities and others. She's getting her minutes of fame with the school board this year - every principal was put on the calendar to speak about what is going on in their cluster - we were left off because we were not a neighborhood school. Every school feeds into Benson, so Carol asked for time. They said they would get her on the schedule: no date yet, but will let us know - we will need everyone to come to support it. Share successes and challenges.
 - Three or four GATES scholarship finalists. There were only 2 in Portland public Schools last year. We've had one winner the past two years.
 - MB: Did the board find the money for buses for shadow days? Carol: Yes. They did find money to refund the shadow day buses. We are funding some of the printing, since we want a student made professional marketing product. Feb 5th and 6th are shadow days this year. Talk to Roisanne about what times etc. alumni could help that day.
 - Feb 14th Benson is having an enrollment night.
 - School attendance is better than it has been the last four years. Last year we were outstanding in the school district end of year report cards. (Craig left.)
 - How has the Newtown tragedy affected the school? Carol: All doors are locked except one of the front doors, one of the U doors. More staff monitoring. It creates inconvenience for staff and students, but everyone is being more vigilant - asking for IDs etc. The no hat policy helps us. Almost anyone that doesn't know comes in with a hat on.
 - RJ: Chuck isn't here but he wanted to talk about the display screens. Carol: We are ready. The IT person has investigated. We will have to pay for some of the electrical work but he doesn't think it will be expensive. Hardwired vs. wireless. He said either one. As soon as we get the monitor we'll get it installed. KB has a TV but is not sure of the size: 20x35. That sounds great. We have mounting bracket. Just bring it. Need a work order

in. Would be great to have it up by Tech Show. Plastics is making a cover for the screen the same size, so we won't worry about it getting broken. He can have a donation letter. Ken and Neal will bring the TV in the next few days.

- They are not starting on the construction for counseling center yet - in the summer.
- RJ: How are internships coming? Carol: Precision Components is the latest one. Their maintenance person has been here twice. Very interested in apprenticeships as electricians. She's not sure. They are waiting for the ruling from BOLI, where you had to be 18 to do an internship. But they are looking for two electricians.
- JS: Are you going to do the thing this spring where people come and talk to students? JS was in the room alone with 40 kids - would be nice to pair up people, have the speakers meet before or after for a follow-up about what they heard from students. Carol: That will be April 23rd - Tuesday, in the morning. ACT test for juniors, so we need something for everyone else to do. She will follow up on that.
- MB: We've talked about the Benson memorabilia: how to store it and display it. Carol: There is a trophy case to the left of Simon Benson's plaque. This week they took out the display - it was for black student club, which doesn't exist anymore. The glass just sits in the frame and then the frame locks. When you want to get in, you have to remove the huge glass panels. The custodian dropped one and broke two of his toes. She wants that case to be current events stuff there, and wants to rework some of the other cases to have other more relevant things nicely displayed, not just crammed in there. She would love some help with that. She talked to construction teachers about students refinishing the cases. She's also not sure where things are stored - there's a letter from Jackie Onassis Kennedy from when the Kennedy library was done, because a Benson person made and donating something.
- JS: Benson was instrumental in the Oregon parks system, etc.
- MB: It all ties into the centennial celebration - having ideas and displays ready for that.
- Carol: I also want a display of all the houses built. Finding all the addresses is difficult. Would like to make plaques of the addresses with the Tech logo. Nobody seems to know where the files are or have time to look.
- ML: 1976 house built at the beach. 1977 house was built here, and was going to put it in Corbet. From then on because of legal reasons, the houses were only built in Portland on site.
- RJ: I have a contact - will email them and copy Carol.
- Carol: they are doing radiant floor heat in the new house - concrete floor, plastic tubing and metal netting - took pictures. Water is constantly recycled. It's really neat. Then they pour concrete over it. Different than the other house - electric heat, forced air.
- Carol and Brett thanked everyone and left.

- Foundation information:
 - RJ called the IRS and they answered they are still in the 90 day period to assign a person to review the application. Jan 10th is when the 90 days is up.
- Previous minutes:
 - the motion to table the approval of the previous two minutes was approved. The last two months minutes were sent out today. These minutes will also be sent out shortly, and we will vote on all three at next meeting.
- Membership:
 - JP: Email blast to everyone that wasn't a member. Hard mailing to all current members. One request that they renew the membership and donate to scholarship drive. Three new members and twelve renewals. Twelve people had paid multiple years. There are 27 members, strictly through PayPal. Ken and Josh have not checked the mail yet. Wayne and Max got one.
 - JS: I liked the bullet points of what we've accomplished - need to keep that and update it next year.
 - MB: Good for Tech Show.
- Scholarship: Josh will ask for a statement from OCF in March.
- Finance:
 - KB: Nothing changed. 2992.36. Josh: PayPal at \$227.
 - MB: That includes \$500 reserved funds for helping with reader board costs.
 - RJ will send Carol a note that the funds are there if needed.
- PTSA – no updates
- Booster – no updates
- Band:
 - WD: The momentum has slowed. Tried to work in out of league games. Printed schedule was not correct, so a few band members showed after halftime.
 - We are a small group, all volunteer, schedules are busy. Missing one or two people, we can't even play. This week was bagged. Next week: boys Lincoln here on Wed, girls Cleveland here Friday.
 - Social media - do we have blurbs about the band? Benson website? Facebook pages? The alumni site does. JP: know people are interested but they are flaky - can make one or two gigs. We need to have our committed times and put them out there.
 - We'll put out the word on next Wed 1/16.
- Benson House: no update
- Tech Show – MB:
 - Everyone agreed on the table layout. The only difficulty was the extensions for the coffee.
 - Same coffee and punch – more punch.
 - MB will get cake.
 - WD will do the band table.
 - JP will contact Kathy Skatch about the previous class videos.
 - MB will do the helium and balloons.

- MB: Mentioned previously the idea of pre-printed balloons with Alumni Association wording – someone to roam the halls and pass them out and talk up the old gym. MB will price the balloons.
- JS: We need our T-shirts and other items for sale, and information about what else is for sale around the school. Have a list/map where stuff is for sale.
- JS: Portland French Bakery - Benson alumni and a friend of Ray's - can we get a donation for the food cart concept? JS will follow up.
- IDEA: [inserted after the meeting, previously discussed]: Can we create a list of industry people, split it up, and have the alumni call and invite them to tech show? Can we have a list of talking points? Can we have a school board letter/postcard mailing campaign in the old gym, where we get people to either sign something pre-done or write something of their own to the board?
 - Adequate staffing
 - Benson is all neighborhoods.
 - Industry needs skilled workers
 - Hands on experience
 - Unparalleled graduation rates, scholarships, and college applicants.
 - (check with Carol on points)
- MB will email everyone the table design and information from last tech show, including a signup sheet. NG and KB will take it to Kenton Station.
- MB will ask DB to contact Robotics club. Does WFA want a table this year?
- MB will email Tammy about the former staff contacts - do they want a table in the alumni room?
- ML: Send invite to unions to come visit? Used to be you could take the state exam at 17 - instructors would coordinate it. RJ will talk with Kevin about that: we had two union leaders at the apprenticeship meetings. They walked through like the manufacturers did.
- RJ will ping Ray about whether he still wants to be on the board.
- RJ: The meeting next month will be 1st Monday again - Feb 4th. RJ will email all.
- Changing meeting days? Does 1st Monday work for everyone? Yes. RJ will include this in the email.
- Business Cards: MB got the pub files out to the board. Will get Wayne DeVore out also, and generic.
- RJ will talk to Carol about train/bus to open house to OIT in Feb after the end of Jan announcement of agreement.
- ML: Are there any other large technology businesses? OIT probably has contacts with those businesses. Private Industry helped with the building. RJ: I think after the partnership announcement we'll have more interest.
- RJ: Did do the walkabout at OIT open house, and it was like Benson on steroids. Equipment was amazing.
- Lincoln high school tomorrow - 7-9PM. The Finland Phenomenon: Inside the World's Most Surprising School System. - A Bob Compton documentary. Martin Gonzalez, Board Member will be there. Dan Ryan, CEO of All Hands Raised. Rob Saxton, Deputy Supervisor of Public Instruction, Office of the Governor, State of Oregon. RJ is going to go.

OLD BUSINESS

- 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!
- Committee for lawn mowing? Schedule and duties.
- Scholarship committee account – transfer funds to OCP and close account? JP to follow up. NG: It might be worthwhile to note on the website: reunion committees should consider donating surplus funds to the scholarship fund.
- 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.
- RJ to set up a meeting with the Labor Commissioner and DW about rules that would apply to Benson students trying to get internships.
- Interview Miranda Ryan, jobs coordinator, and put it up on the website? Video? Student project? CH will talk to Kathy Skatch about having students do that kind of thing, getting us the video to post on the website.
- 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?
 - CTE programs require more staffing - if you want us to be 850 kids, that's fine but we need more staff - not staffing at a conventional high school level. 5-18 students in a class for CTE is what is needed. Now it's 25-30.
 - Carol is also going to push for nationwide searches for CTE staff”
 - We need to write the basic requirements for getting TSPC licensure. Basically about 18 hours schooling, and probably some hours of on the job training. You have 3 years to do it, and get funds to cover 6 hours per year.
 - CTE enhances and promotes academic the core: student see algebra, pre-calculus, writing and reading being used in CTE classes.
- 100 year celebration: September 2017:
 - What is the district doing? What is the school doing? What are we doing?
 - 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.
- CH: The College I went to has just celebrated their 100 year anniversary. DVD narrative. (Reed) He will try and get a hold of it - very interesting and informative. JS: i think one of my neighbors helped with the research on that.
- Oregonian retrospective?
- 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? Or pep rally to promote it, even maybe collecting email addresses.
 - 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.
 - Give cheerleaders a tape and words for Benson Fight song, so they can learn a routine.
- 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.
 - Can we get the new Mayor interested in Benson?
 - Can we get industry to write a letter to the school board campaign?
- 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.
 - CH talked to his daughter who is a curator and she is willing to talk to us.
 - 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.
- 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. He asked and she is willing to give 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:

- Feb 4th
- Mar 11th
- Apr 8th
- May 13th
- June 10th

Respectfully Submitted,

Maj Britt (Max) Baker
 Secretary
 BPHS Alumni Association