

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



Date: September 13th, 2012

Starting Time: 5:30 pm Ending Time: 7:30 pm

Benson Polytechnic High School - Library Conference Room

ATTENDEES:

Josh Piper (JP), Rob Johns (RJ), Chuck Heil (CH), Dale Bajema (DB), Neal Galash (NG), Joanne Stainbrook (JS), guest Caesar Wong, Max Baker (MB), guest Connie Mar, Ken Bakke (KB), Don Wear (DW), Mike Landstrom (ML), Dick Spies (DS), Tammy Hite (TH) by phone conference.

MINUTES:

- Introductions:
 - New board member Mike Landstrom. He was class of 1977, Construction major. He was hired out of Benson at Pacific Northwest Bell and is now at Verizon.
 - New guest: Connie Mar. Class of 1990, Graphic Communications major. She is a friend of Max's, who asked her to come because the alumni association needed help. She is a writer/editor and started her career editing for the Oregon Legislative Assembly in the office of the Legislative Counsel. She has been working in marketing and communications for engineering firms for the last 13 years.
- Membership report (JP):
 - 169 members.
- Treasurer's report (KB):
 - \$4468.59 in the bank.
 - JP: Paypal contains \$181.80.
- Previous Minutes: July's final minutes had incorrect header information. July final, Aug annual meeting and Aug regular meeting draft minutes will be sent out again by Max, and we will vote on them at the next meeting.
- Grounds keeping and the lawn mower idea:
 - Carol would like to have access to a lawn mower and garden tools, locking it up in a designated place.
 - 5 groundskeepers take care of 60 schools. CH: suggest advertise on our website for an alumni to donate or do the job.
 - KB has a mower, DW and CH have trailers.
 - CH feels Carol should not be dealing with this - she's here all day and attends many group meetings outside of school hours.
 - DW: feels the maintenance of it for the kids would fit with the program. Garden and energy program could build off this for the long term. Make the slope terraced gardens.

- Short term: suggest to Carol that we volunteer to come and do the lawn - schedule TBD. There are outstanding questions, including who will pay for gas?
- DS donated \$100 toward the mower.
- KB: will the union be upset? Rob will mention that as part of the process: plan, possible issues.
- **DB and RJ will talk about it with Carol.**
- PPS Bond Measure: DS
 - PAC to support the new bond measure is called: Our Portland Our Schools. They meet on Sunday evenings at the Lucky Lab on Killingsworth - because the school district can't do anything to promote it once it has been announced.
 - Franklin, Grant and Roosevelt high schools and Faubion middle school are to be rebuilt. 85 million is earmarked for each school, and a new school would be about 100 million, so there will be refurbishing.
 - **Additional information from the website (provided after the meeting):**
 - \$278 million total value: Grant \$95 million, Franklin \$85 million, Roosevelt \$70 million, Faubion \$28 million.
 - Faubion will receive a full modernization due to a capital partnership with Concordia University
 - Benson will receive seismic strengthening and accessibility improvements
 - The tax rate is estimated to be \$1.10/\$1,000 of assessed value. The rate would be split between \$1.10 paid over 8 years and \$0.30 paid over an additional 12 years.
 - Roosevelt first, etc. moving kids into Marshall during this time - a warehouse space.
 - Significant thing for Benson is the planning money. Cleveland and Benson and Lincoln in the next round in 4 years.
 - So vote for this one, please!
 - We are hoping to be involved in the discussions for the vision of the H.S.
 - Based on the discussions from the Long Range Planning committee, the future includes partnerships. There had been discussion of Benson being included in the first round, which signals a shift in the thinking of Benson.
 - We desperately need the new schools, and there's no way we will pass a second bond if we don't have great schools done by the time the next one rolls around, so the bond measure work timeline is fast.
 - We need to be a part of forming the vision for Benson. We can't just repair - new roofs etc. (WARM/SAFE/DRY) we need to look at everything - teaching formats, CTE, partnerships.
 - It takes about a year to design a building like Benson, and another year to build it.
 - Get ready for planning sessions. Our group will be part of it.
 - CH: Are they talking about returning to CTE models for the other schools from the 80s? DS: Not going back to it, but some CTE for each school.

- CH: Madison had drafting, machine and wood shops, Auto. DS: Roosevelt has a shop wing that isn't being used. Hopefully when they rebuild it that will be re-energized.
- ML: In high tech environment, not seeing a lot of schools going that path - seeing traditional CTE. There's no transition to certifications for high tech industry.
- DS: This is why our group needs to be very articulate in making sure that when the educational specifications (ed spec) roll out, and they are detailing the educational curriculum for Benson, we must have input, and the partners must be stakeholders and have a say in that curriculum.
- DW: CTE introduced in the 7th grade. How do we get that information across to the school districts? 1/3 goes into crafts, military/drop out, college. We can't focus on just college bound. Have to be full educational system.
- DS: Facilities planning: people really understand the value of CTE. District is rolling out the ed spec program - programming visioning. They want consultants to work with them to develop this new curriculum platform. As they ask for public comment and ask for the involvement, we have to step up.
- We have to put the emphasis on connecting kids to where the jobs are.
- DW: Average age of craftsmen is 55/56. The knowledge must be passed on.
- DS: The district understands this now. The notion of jobs is really resonating with people. If the educational system is redesigned to help people get jobs, people will see the value.
- The bond measure must pass. We need that planning money.
- ML: Have you already started reaching out to major partners for that input?
- DS: Yes. We can't do too much until we get the green light.
- ML: If you can get some major partners, it can be used as advertising to pass the measure. It could really influence the vote.
- DS: The PAC is starting to network now with Intel, Nike, etc. to get their support.
- CH: Biggest sell job will be to see those four schools done, and the planning process started.
- What we can do now:
 - If you have a connection with a business, convince them to step forward and promote the bond measure.
 - We need to lobby to be part of those decision making committees.
- We're on the cusp of doing something great.
- DW: is going to the Multnomah Co. Democrats meeting, so he'll put that on the agenda.
- OIT update:
 - Carol has the green light, so there will be publicity on the partnership communicated by PPS and OIT. No date on that yet.
 - Open campus day in K-falls Oct 27th. RJ proposed to Carol that the association could help fund the railway tickets.
 - Looking for hosting overnight in K-falls. Can we do matching funds? Still need to sell the district and counselors on it.

- We need to generate some excitement about the possibilities about going to OIT vs. other colleges where they might not be able to get in.
 - DS moved, and DW seconded: Offer \$250 to the school/district as a match for travel funds. Motion passed.
 - **RJ will talk to Carol about this.**
- Foundation: We have the check and mailed it to IRS. Positive comments everywhere we talk about it.
 - This will formalize it, give a way for people to channel funds and energy to CTE.
 - DB: We are a chartered corp. in the state of OR. It may be months before we get sign-off from the IRS.
 - We will be having organizational meetings in the next few months trying to identify people with skills to do the things that need to be done.
 - **We need to put together marketing materials.**
 - Who are we and what are our intentions? Threefold brochure.
 - 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?
- Advertising/Business Cards/Communication to elevate awareness of the alumni association:
 - At least RJ and DB.
 - TH: Printed cards for everyone about 4 years ago. She has a template. TH will send it to Max.
 - Generic or with names? Once upon a time we had different emails for each position. secretary@bphsaa.com or whatever.
 - CM suggested MOO cards.
 - **Max will bring the template samples and some information from MOO cards and/or other sites for pricing.**
 - PTSA sends newsletters to parents - we might get an article in there. The end of year one would be great: don't lose contact, sign up now.
 - MB: Could we even enter the classrooms in the last month of school?
 - DW: can we get senior class president to come to our meetings?
 - RJ: if we can invite them to the next meeting, we could talk to them about how to make those connections and what we could do for them.
 - ML: we'll need to start talking to the lower classes too - building those relationships.
 - Few minutes in front of a pep rally?
 - RJ and DB: will talk to Carol about these ideas.
 - MB: Registration was like that - something we helped with that got us in front of the kids.

- ML: our 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.
- CH: PTSA is also interested in student involvement. They are thinking of setting up a 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.
- RJ: talk to carol about adding AA info to her letters, and the video reader board.
- Promoting internships: JS, DB, KB met with Kevin Jean Gales at ZGF (12th and Washington).
 - Kevin is head of WFA and was housed here but is now at Rice Elementary. He explained how his program works.
 - It's large scale. Blount International is in machining. There's an advocate in HR that's gotten kids into internships.
 - He'll get us some info for the website about the success of these internships. He's targeted at older kids and moving into jobs.
 - Large organizations.
 - We said - how do you boil it down to an internship? How do you make it simpler, smaller scale for a teenager to do an internship in your business.
 - There are some restrictions. There's a person available to talk to employers about how to frame the internship, but they aren't available now.
 - There is a job coordinator at Benson - Miranda Ryan. Her role might be the place to connect - bringing alums with job opportunities for kids.
 - DS: send message to alums about Miranda's position. If they have job opportunities, she could be the clearinghouse.
 - CH: Let's interview her and post it on the website. Feature: interview with staff. Everyone agreed this is a good idea. We will talk about this more at the next meeting.
 - Kevin talked about site tours: bring some industry leaders through Benson to see what kids are actually doing in the shops.
 - Rob was at the Aviation high school. Every room had an ambassador, so if a visitor came in, the student explained the work. Rob witnessed it, and it was quite impressive.
 - Rob will talk to Carol about our students doing a similar room/major ambassador project.
 - JS: Kevin says they don't have resources to facilitate small internships, but said he would pair up companies ready to do internships with a company that's done an internship before, so they can internally network.
 - DW: David Douglas came into our shop, and he was impressed that the students made the effort to thank them for their time.
 - Emphasis on read/write/math importance to technical trades.
 - Set up student tours of companies that are interested in companies.
 - Rules of engagement: targets for kids to do tours, internships.

- Can we get a three month commitment?
- What will be conveyed to the kids?
- What do the kids expect to take away?
- Kathy Skatch - can the communication kids get some video clips.
- DW and RJ will connect with Miranda about Ambassador Program.
- Other business:
 - CH: PTSA
 - Pleased to see in the last minutes that we need to create a PTSA liaison position. CH will remain in that role this year, but we need another person also. Carol comes to every meeting, energizes it. 20 minutes on take since last meeting. Off the record thoughts.
 - Can we get Carol to come to our meetings? If we can't get Carol, can we get the VP? This would be more connection.
 - PTSA - they are meeting in two weeks. They are going to sell stadium cushions this year. Might bring back the scarves.
 - 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. To be followed up on.
 - New meeting time
 - CH: Thursdays will be difficult from now on.
 - Thursdays not good for a few people.
 - Discussion ensued. CH: moved 2nd Mondays, DS seconded, motion passed. Who will fill out new CUB?
- DS: update on construction design.
 - He's teaching next Monday and again in two weeks. It's going great.
 - We need video of this for PR.
 - Sketching class and then prospective drawing class.
 - 2nd Benson house getting underway.
- DB: enrollment situation:
 - 260 freshmen, and an opportunity for 20 sophomores to transfer in - with curriculum juggling.
 - 255 new freshmen, still one or two weeks to contact people to see if they want to fill the remaining slots.
 - 198 in senior class. 8 students from last year's Freshman/Soph/Junior did not come back.
 - District is not allowing people to transfer back to neighborhood schools as much as they used to. That's both good and bad - better retention, but may lead disinterested kids to drop out.
 - Currently there are 906 students. The school was staffed for 850. Mon 898 students is the official count.
 - This spring the district may re-look at bumping up the enrollment.

- This has all been positive.
- Big negative: they were understaffed for 850 students. Whole district has gone to 8 period schedules, good for schools with lots of electives, but Benson is bare bones. No electives other than technical choices. Students are allowed to take 7 classes, but they don't have classes for people to take. At this point most students have 6 classes. Last year sandwiched study halls in. It did not work, so they eliminated it. Have tutorial periods and student peer mentors. Late arrival and early release is the official policy right now. Some seniors only have 3/4 classes a day. This is a job/internship opportunity, though.
- NG's son went through a program at De La Sale 'Le Sale' in North Portland (old Kenton School). Lots of catholic programs helped with that.

OLD BUSINESS

- We need a threefold brochure on the Foundation, marketing materials etc. Logos, banners, etc.
- 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?
- 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 are 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 members 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 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 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:
 - Oct 8th
 - Nov 12th
 - Dec 10th
 - Jan 14th
 - Feb 11th
 - Mar 11th
 - Apr 8th
 - May 13th
 - June 10th

Respectfully Submitted,

Maj Britt (Max) Baker
Secretary
BPHS Alumni Association