

2018-2019 Annual Report



**BUSINESS
PROFESSIONALS
of AMERICA**





Letter from the Chairman

Hello BPA Family! The 2018-2019 school year was one of great transformation for our organization. We embraced our national theme of “Together, We Create” and chartered a path to take our organization to the next level. Under the leadership of our national officers, our students accomplished a great deal through the development of leadership, citizenship, and academic skills.

We welcomed our new Executive Director, Dr. LouAnn Ross, and under her first year of leadership, we began to work on a bold vision for BPA and made some significant strides. Notable achievements include - a refreshed brand with a new and improved visual identity, a new and improved website and technology platform, increased individual giving and corporate partnerships, and increased advocacy efforts, including Dr. Ross’ leadership of the National Coordinating Council of Career and Technical Student Organizations (NCC-CTSO). The board’s new Advocacy Committee was led by our National Secondary President Dominica Chavez and she did an outstanding job developing resources for local chapters to leverage, as well as represented our organization in Washington D.C. and beyond.

We started the year by conducting mission and visioning sessions with each our stakeholder groups. This work culminated in a bold and visionary strategic plan that will serve as our guide into the future. Our strategic plan is inspired by our new mission statement, which is to - develop and empower student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth, and service.

To enhance the board’s ability to fulfill our governance responsibilities, I challenged my fellow board members this year to complete the BoardSource Certificate of Non-Profit Board Education. This six-part education program is designed to educate participants in the major aspects of an effective non-profit board. I’m happy to report that all board members were certified this year and I can certainly tell you this learning experience has helped elevate our engagement as board members.

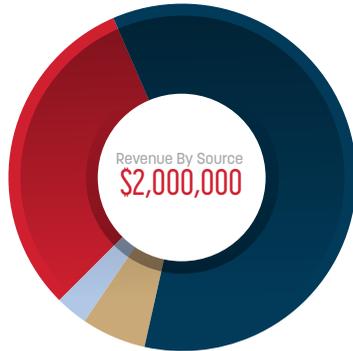
Enclosed in this report you will find our year-end financial statement and audit report. Also enclosed is our 2019-2022 Strategic Plan. As we move into the 2019-2020 school year, I invite you to join us as we continue on this journey to make our collective vision a reality for the students that we serve.

Best Regards,

Cedric K. Bandoh
Chair, National Board of Trustees
Business Professionals of America

BPA | Fast Facts

Organization Revenue & Expenditures

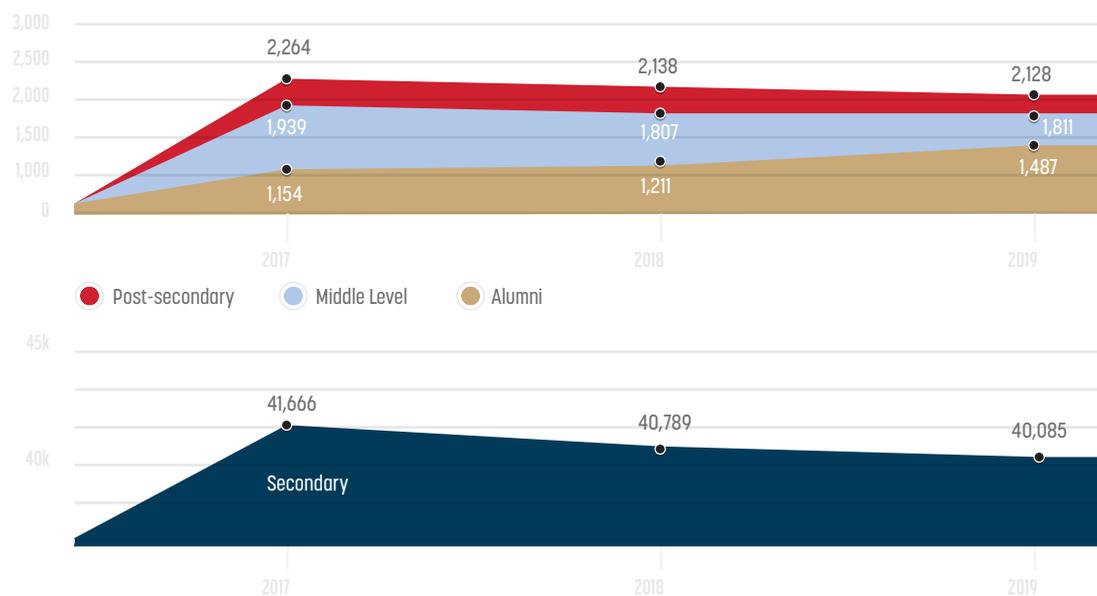


● Memberships	31%
Secondary	88%
Post-secondary	4%
Middle Level:	3%
Alumni	< 1%
Advisors/Professional	5%
● National Leadership Conference	60%
Registration	51%
Tours and Attractions	15%
Special Event	3%
Miscellaneous Programs & Other	16%
● Sponsors/Contributors/ Advertising/Exhibitors	6%
● Miscellaneous Income	3%



● Program services	82%
● Fundraising	5%
● Management and General	13%

Membership Summary



Over the past year, BPA has gone through some significant changes. However, the driving force for BPA remains the same. It is now, as it has always been, about *opportunity*. Whether one joins BPA as a student member, an alumnus, or an advisor, the opportunities provided through competitions, networking, industry involvement, and service are limitless. These opportunities are what gives purpose to potential. These opportunities are what build up strong professionals and innovative business leaders that are products of BPA. The success derived from taking advantage of one's BPA membership is evident throughout all levels of our organization; however, the influence that BPA's opportunities has on individuals is uniquely reflected in the lives of our National Secondary and Post-secondary Presidents:



“My BPA journey began the moment I paid my membership dues; however, I didn't truly begin to capitalize on my membership until I appreciated the focus points behind our organization. Membership programs like the WSAP competitive events, Torch Awards, BPA Cares, and even pin trading each connect learning to application, service to recognition, and members to other members. I ran to be an officer on the National Executive Council to share the membership's voice on the direction we want those opportunities to be developed in alignment with the business industry. Continuing to link our membership to meet the needs of the business industry and prepare emerging professionals is the direction that BPA is taking to innovate as a CTSO.”

– **Emily White, Secondary Division President**



“When I first joined BPA, I never would have imagined that it would transform my life and build me up to be the leader that I am today. After five years as an active member of multiple divisions within the organization, I have seen firsthand the opportunities that the organization has to offer all of its members. By taking advantage of service, networking, certifications, competitions, and leadership roles within the organization, I have been able to excel in both my educational institutions and the workforce. BPA is constantly challenging me to become the best version of myself, and this year, I decided that I wanted to do the same for others. As a national officer, I hope to not only serve as the voice of our members, but also create life-changing opportunities that will push members outside of their comfort zone and transform them as leaders, just as the organization has done for me.”

– **Cassandra Lindo, Post-secondary Division President**

Every individual has the potential to reach their unique purpose; however, this can sometimes seem impossible when doors to opportunities are closed. Our job as an organization is to continue to open new avenues to opportunities and to ensure that our members excel from their potential and fulfill their purpose. Our members are the future of our ever-changing workforce, and it is our mission to continue to build them up as leaders and equip them with the tools to succeed as innovative individuals. By continuing to develop and empower our members to reach their purpose through the creation of unmatched opportunities, we will truly achieve our vision as an organization.



IMPACT | New Logo & Website

Since its founding, Business Professionals of America has been unwavering on preparing students for their futures. In an effort to maintain a consistency of viability and relevance, our organization must continually evaluate the marketplace to ensure we remain modern and applicable. This past year, we dedicated much time on this very focus.

As our organization looks at continuing to grow and evolve, it is important that our messaging, visual presence and brand reflect the current marketplace and BPA maintains a direct connection with stakeholder groups.

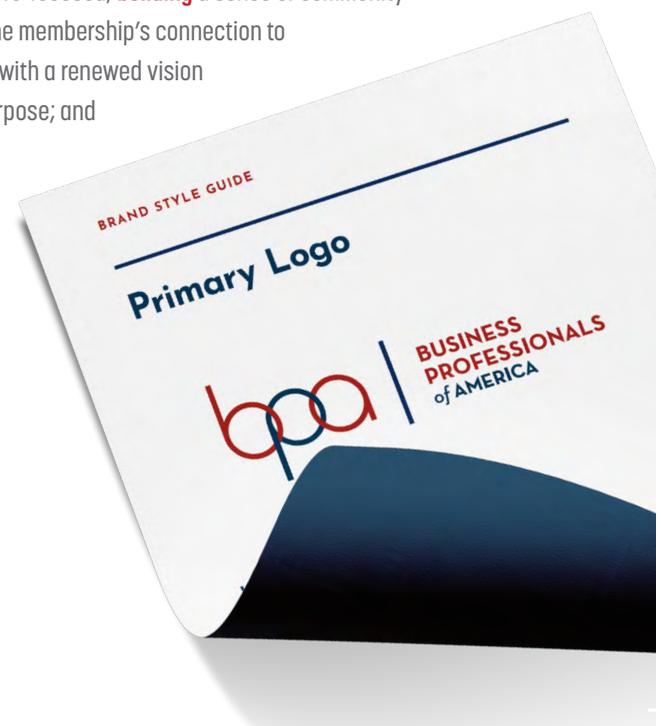
By launching a newly designed website and unveiling a new logo and updated brand identity this past year, BPA has realigned its organizational values and reaffirmed its dedication to innovation as well as a vibrant, advancing membership.

The completely revamped website features improved functionality, a more modern and engaging design and enhanced content areas, all in an effort to help stakeholders access what they are looking for within a few clicks. The website now provides tools, information and resources that inspire a positive experience and discovery of purpose. With enriched changes to navigation, new pop-out menus and a host of other modifications, visitors can access the website and browse with ease on any device whether computer, tablet or mobile phone. BPA's redesigned website represents a significant step forward for the organization.

After more than 31 years, the organization also unveiled a new logo and updated brand identity aligning its strategic framework and vision. With the roll-out of both of these pivotal initiatives, BPA has re-introduced itself as an organization laser-focused on the professional development and future of our youth, providing the tools, skills and experiences needed to compete, succeed and thrive in the business world.

From a new website, logo, tagline, design approach, and brand colors, BPA's goals include **creating** clear and strong messaging with consistent visuals that are adaptable across various media; **conveying** an innovative organization that is evolving and future-focused; **building** a sense of community that enhances the membership's connection to the organization with a renewed vision and amplified purpose; and

elevating the organization's reputation for preparing students for the future.



THOUGHT LEADERSHIP | Leadership Development

For decades, Business Professionals of America has been a leader among CTSO's across the nation, providing unmatched experiences for its members. We continually strive to modernize our learning into practical tools that our students and advisors can use to transform themselves in fundamental ways.

With every year of growth, we see that the need for leadership remains constant regardless of place and time. This is why leadership development is such an important pillar of our organization and an area that we have focused on over the past year, building momentum and a stronger framework to deliver more robust programs and resources.

“Leadership is timeless and transcends the rapid changes in existing and emerging industries and society as a whole. As we become more technologically advanced it will be imperative to have agile and adaptable leaders in our workforce who understand how to motivate and inspire others toward a shared vision. My goal is to position BPA at the forefront of transcendent leaders who understand the importance of service and have the quality and capacity to lead in any situation across all industries.”

– Brigette Bethea, Director of Leadership Development

We are improving our measurement of leadership development in an effort to tailor opportunities to meet the needs of our stakeholders more effectively, with a goal of revolutionizing servant leadership and lifelong leadership development in an impactful and innovative way.

At the core of servant leadership is the idea of doing what is best for the group, shared responsibility and accountability, and serving others. While the concept of servant leadership sounds simple, many good organizations struggle to espouse these values. Experts believe the key characteristics of a servant leader includes listening, empathy, healing, awareness, persuasion, conceptualization, stewardship, foresight, commitment to the growth of people, focus on building a community, and love. Students, community, and the global workforce will benefit from the development work we will do as we build business and industry leaders with unmatched leadership skills. At BPA, we want leaders who are not just ready to take on a leadership roles but leaders who are equipped to stand in the gap for others when necessary and prepared for increased responsibility.

We will begin this work by identifying more innovative methods of providing actionable skills that our members, advisors,

advisory councils, and board members can use for deepened growth. Under the guidance of our Director of Leadership Development, Executive Director and Board of Trustees, BPA will unpack real-world examples of leadership in action and push the thinking of all stakeholders on ways to handle leadership challenges. We will spend time focusing on intrinsic and extrinsic motivators and the leadership strengths within BPA. We will also identify areas where student members, advisors, BPA advisory councils, and board members can benefit from training, resources and other development activities to increase organizational capacity through leadership development opportunities.

Under this newly refined direction in leadership development, BPA will seek to reshape perceptions of leadership and establish that leadership is not innate, but something that can be developed at all levels.

Setting our sights on the year ahead, we will spend time developing and honing leadership skills as an organization with an intense focus on servant leadership. It is evident that the need for leadership has continued to evolve, and as we embark on the future for BPA, we will spend time developing as an organization.



“I joined BPA because I wanted to grow as a leader and learn skills that I could take with me into the workforce.”
– John Lucas Guimaraes, Massachusetts

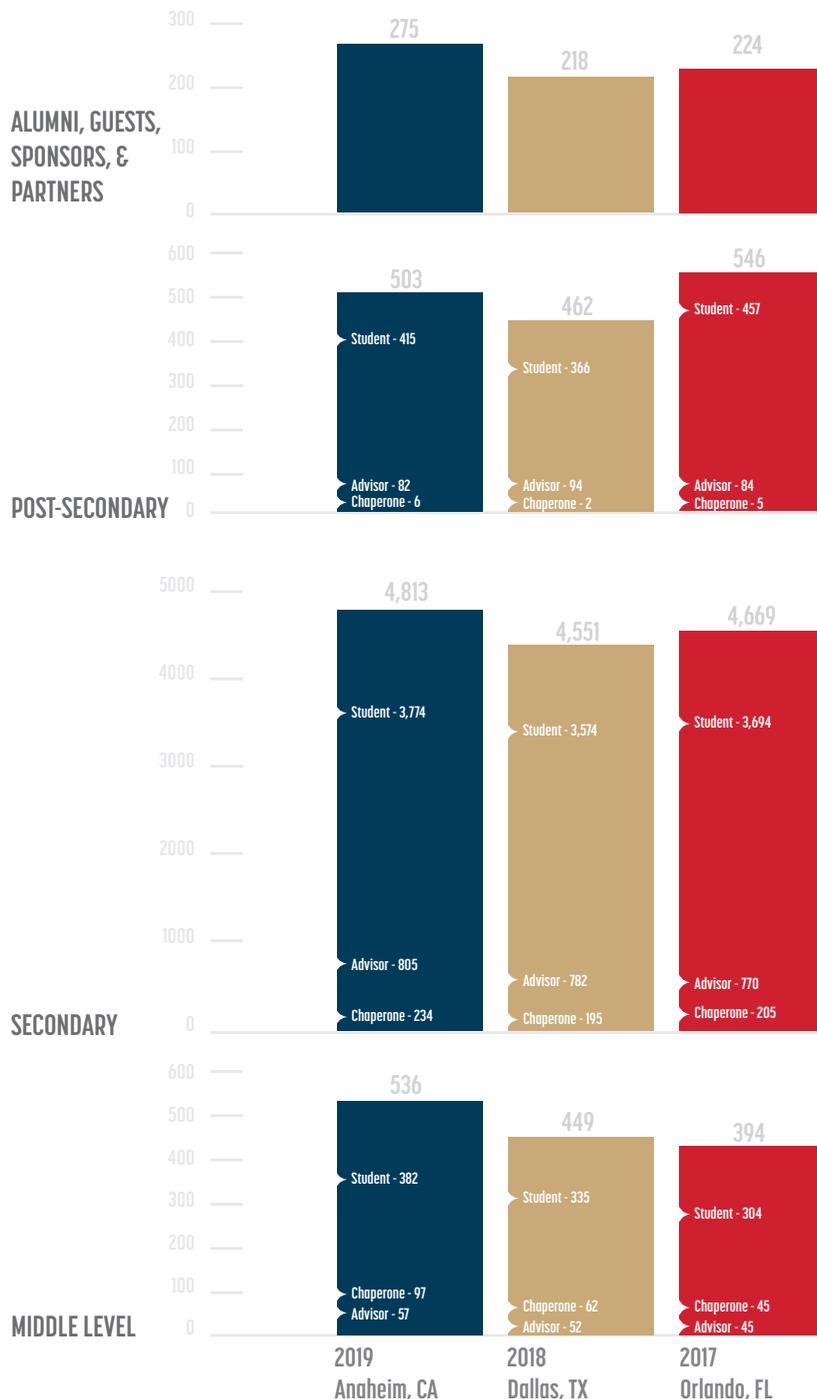


National Leadership Conference

A culmination of the work and accomplishments throughout the year, the 2019 National Leadership Conference brought together a record number of attendees from across the country to compete in demonstrations of their business and technological acumen, develop their professional and leadership skills, network with professionals and each other from across the nation and get involved with the betterment of their community through volunteer service projects.

NLC Attendance Numbers

2017-2019 THREE-YEAR COMPARABLE



Workplace Skills Assessment Program (WSAP)

VIRTUAL EVENTS

VIRTUAL EVENTS	TOTAL ENTRIES
Virtual Multimedia & Promotion - Individual	121
Virtual Multimedia & Promotion - Team	106
Software Engineering Team	96
Web Application Team	22
Mobile Applications	55
Promotional Photography	463
Virtual Cybersecurity/Digital Forensics	166
Start-Up Enterprise Team	97

NOTE: This is the total number of entries at the start of the competition, not the full final project submission numbers.

WSAP COMPETITIVE EVENTS	TOTAL
Total Secondary Events	70
Total Post-secondary Events	65
Total Middle Level Events	20

ASSESSMENT AREAS	MIDDLE LEVEL	SECONDARY	POST-SECONDARY
Total Finance Events	14	9	9
Total Business Administration Events	16	16	15
Total Management Information System Events	12	12	8
Total Digital Communication & Design Events	11	11	12
Total Management, Marketing & Communication Events	18	14	13



// Due to a sports injury, I was looking to try something new and that's when I became more involved with BPA. This was my first year as a member and the passion I have for it is indescribable. I am inspired by the opportunities it offers students and the way it has impacted my life!

- Kaleb Amofa, Ohio

Open Event Competitors

CODE	CONTEST	SECONDARY	POST SECONDARY	TOTAL
190	Financial Math & Analysis Concepts (Open)	249	88	337
290	Administrative Support Concepts (Open)	533	134	667
390	Computer Programming Concepts (Open)	273	69	342
391	Information Technology Concepts (Open)	329	92	421
490	Digital Communication & Design Concepts-Pilot (Open)	337	69	406
490	Digital Communication & Design Concepts-Pilot (Open)	337	337	674
590	Business Meeting Management Concepts (Open)	423	107	530
591	Management, Marketing & Human Resources Concepts (Open)	396	104	500
592	Parliamentary Procedures Concepts (Open)	346	57	403
593	Project Management Concepts (PS) (Open)		87	87
594	Digital Marketing Concepts-Pilot (Open)	312	66	378
TOTAL				4,745
990	Business Communication Skills Concepts (ML) (Open)			222
991	Business Fundamentals Concepts (ML) (Open)			195
992	Business Math Concepts (ML) (Open)			168
993	Computer Literacy Concepts (ML) (Open)			197
TOTAL				782



National Leadership Conference | Con't.

Merit Scholar

MERIT SCHOLAR	TOTAL ATTEMPTS
Secondary	378
Post-secondary	63
Middle Level	93
	TOTAL 534

Certifications

PRECISION EXAMS	
Number of Attempts	2,379
Number of Unique Individuals Testing	683
Average Number of Tests / Person	3.483162518
Certificates Earned	1,569
Overall Pass Rate (%)	66%
CERTIPOINT	
Number of Attempts	1,159
Certificates Earned	583
Overall Pass Rate (%)	50%
Total Attempted (Certiport & Precision Exams)	3,538
Total Earned (Certiport & Precision Exams)	2,152
Total Pass Rate (Certiport & Precision Exams)	61%
Number of Unique Certification Tests Attempted (Certiport & Precision Exams)	144

NOTE: The number of topics/subjects is individual and not combined into assessment areas for this number



“BPA has given me opportunities of a lifetime to network and grow as a student.” - Jon Perrault, Michigan



“When I joined BPA I didn’t know how impactful it would be in my life. BPA taught me the importance of community and communication.” - Sarah Hassan, Minnesota

Donate & Volunteer

Volunteers are the heartbeat for so many nonprofit organizations across the country, including Business Professionals of America. For more than 50-years, BPA has empowered student leaders to discover their passion and change the world through service learning and servant leadership.

Each year, in classrooms around the nation, BPA student members work with educators and industry experts to develop as global leaders through education, competition and service to others. Countless members of the BPA family have shared how this organization has made a lasting impact on their lives.

Our organization would not accomplish a fraction of the good work that is done without the dedication of volunteers and the support of our donors. This is especially true when it comes to the success of our keystone program, BPA’s National Leadership Conference.

For many years, students who attend the National Leadership Conference have an opportunity to sign up as a conference volunteer and intern. These experiences have been available in several areas and have offered upwards of more than 500 students and advisors a chance to participate annually.

BPA is so proud of the commitment not only our students and advisors have made to this incredible organization, but also the commitment our supporters continue to make and the trust that has been placed in us to develop meaningful programs that change student’s lives like our NLC Volunteer & Intern Program.

Continued support not only enables BPA the ability to regularly deliver valuable programs, professional development and scholarships for our members, but it also offers the opportunity to deliver new programs and experiences to the various stakeholders of our great organization.

This past year introduced new ideas, experiences and directions for BPA to further advance the mission and vision of our organization. As we set our sights on what lies ahead, we are inspired by the ability to enhance membership engagement by delivering and creating new programs such as a Post-secondary Leadership Summit, a new Learning Management System, as well as a stronger emphasis on leadership development while expanding other programs like the BPA Cares and Torch Awards, Student Certification Series and Volunteer & Internship Program.

Together, we can give our next generation of business professionals the motivation they need to pursue promising careers.

“I joined BPA for the leadership opportunities, networking advancement, and the hands on career exploration which has helped me discover my passion for public speaking and civic engagement as a political figure.”

- Nathaniel Tavarez, New Mexico



Donors, Sponsors and Partners



“As an NLC Marketing Communications Intern, so many opportunities were opened to me, and I really got to see the work being put into the conference from all the professionals involved, whether it was BPA staff or other student interns and volunteers. My internship experience gave me a new perspective on the BPA National Leadership Conference, and a new respect for all the stakeholders from staff and alumni to board members, advisors, and volunteers who make the conference possible and amazing for every single student.”

- Anna Hollingsworth, Indiana

The success of Business Professionals of America is rooted in its many experiential programs which provide our students with an innovative approach to learning. Businesses and organizations that partner with and sponsor BPA have a unique opportunity to participate in and influence these programs every day. Our organization recognizes the value and benefits these relationships bring to our student members, educators, and our organization.

By forging collaborative relationships with the many businesses and organizations across the country, Business Professionals of America is able to strengthen and grow the educational programs offered to the members that make up the heart of our organization.

Key partnerships have been developed with various businesses, government agencies, educational institutions and national organizations such as the U.S. Department of Labor, Conference Direct, Stukent, Association of International Certified Professional Accountants, Certiport, Precision Exams, HP, DELL and many others, all in an effort to bring more real-world opportunities forward for our members.

Strategic partners play a key role in helping to unlock the full potential of all BPA members by shaping and supporting them as they pursue their goals and aspire to careers in business, finance, information technology and management. Each engagement opportunity helps motivate students toward real-world career paths whether government, public, private or nonprofit.

2018-2019 BPA Annual Sponsors

AICPA
Capsim
Conference Direct
HP
Northwood University
Stukent

2018-2019 BPA Partners

Anaheim Marriott
Certiport
Precision Exams
DAVE School
Hilton Anaheim
Journalism Education Association (JEA)
MAC Rentals
Men's Wearhouse
Top Youth Speakers

2018-2019 BPA NLC Sponsors

Barefoot Athletics
Cybis
HP
Google
LM Henderson & Co.

2018-2019 BPA NLC Exhibitors and Supporters

ACTE
Knowledge Matters
MBA Research
National Association of Parliamentarians (NAP)
National Geographic Learning | Cengage
NOYS (National Organization for Youth Safety)
Nova Southeastern University
Ozark Delight Candy
TestOut
University of Indianapolis
University of Michigan
Western Michigan University

2018-2019 Individual Donors

Legacy Donors

Cedric Bandoh
Rebecca Milner
Thomas Easton
Symone Gamble (+Google)
Dan Lynch (SW Scholarship)
James Lyons
LouAnn Ross
DLG Enterprises

Visionary Donors

Mark Burch
Andrea Leal
Clay Long
John Overbey
GE Foundation

Collaborator Donors

Arijan Alagic
Athena Frank
Sherrell Wheeler

Innovator Donors

Danny Barnes
Chad Bobb
Collin Host
Connor Morrison
Jon Perrault
Leslie Phinny
Jefferson Reese
Diana Weber

Advocate Donors

Gina Barnes
Kevin Benjamin
Angie Benson
Bob Bergan
Heather Bunning
Nate Cradit
Debbie Darnell
Troy DeJong
Kenneth Giles
Mason Haines
Amy Hollingsworth
Brenda Jacobsen
Nancy McAfee
Lyndsay Robinson
Brooke Shefchek
Patrick Schultz
Amy Watts

Leader Donors

Emmanuel Albert
Devin Alexander
Keith Atkinson
Bob Barnett
Melissa Barnett McArthur
Cindy Becker
Ramona Langford Becker
Danny Berryman
Grayson Briggs
Bobbi Buden
Sue Bunning
Spencer Christensen
Collin Corrington
Suzi Cyr
Tiffany Miles-Davis

Mallory DeHaan
Raymond Desmarais
Hannah Ex
Jessie Friedberg
Truist by Frontstream
Jennifer Gerschick
Cody Gervasi
John Gibbs
Peggy Harris
Rick Hartzell
Don Helms
Kathy Hibbert
Stephanie Hunt
Lori Johnson
Hunter Jubela
Avery Kukla
Cassandra Lindo
Paige Loew
Ax Mcneal
Sharon Moen
Tyler Monville
Mary Mosbey
Susan Pelkey
Dana Reece
Lynn Reichardt
Cindy Rosengren
Deb Schwager
Kathy Smith
Mindy Smith
Natasha Smith
Kevin Tucker
Jordan Weber
Carla Rioux
Jeremy Williard
Samantha Xu



“It’s an honor and a privilege to serve as Delaware BPA’s first ever Middle Level Representative. As the first in my position I hope to leave a lasting influence on all middle level members and beyond, just how Business Professionals of America has left a lasting influence on me.”

– Jennae Overton, Delaware

If we have inadvertently omitted your name, please accept our sincerest apologies and help us set the record straight. Send us an email at info@bpa.org. Thank you for all you do for the students of BPA!

BPA Chapters by State



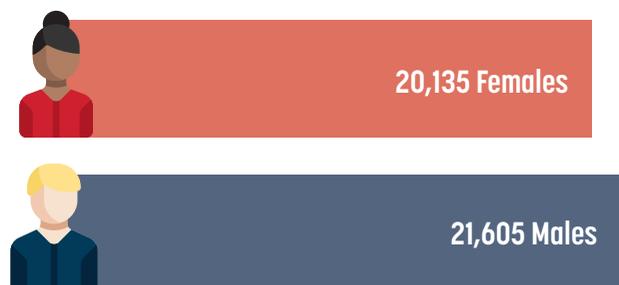
Top Five Largest States

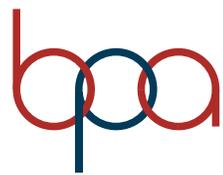


National BPA Alumni Membership



BPA Membership by Gender





**BUSINESS
PROFESSIONALS**
of **AMERICA**
Giving Purpose to Potential