

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



Date: December 10, 2012  
Starting Time: 5:30 pm Ending Time: 7:42 pm  
Benson Polytechnic High School - Library

**ATTENDEES:**

Rob Johns (RJ), Dale Bejama (DB), Max Baker (MB), Mike Landstrom (ML), Josh Piper (JP), Chuck Heil (CH), Ken Bakke (KB), Joanne Stainbrook (JS), Neal Galash (NG), Wayne DeVore (WD), Don Wear (DW), and guests Connie Mar (BPHSAA Marketing committee), Amy Henry, Counselor; Troy Berry, Basketball coach, boys; Carol Campbell, Principal

**MINUTES:**

- Amy Henry presentation:
  - amyhenry@pps.net
  - Senior Exit Survey 2012:
    - 50% four year, 50% 2 year.
      - Economy - more students going to 2 year and then transferring to 4 year.
      - There is no tracking on follow through.
      - Capability of tracking through public schools.
  - Scholarship class of 2012: Benson is the 2nd highest in Oregon receiving OSAC scholarships \$89,070. Roseburg is the 1st, and they have old timber money scholarships.
  - Gates Millennium Winner - 1000 recipients nationwide. Pays everything for undergraduate and beyond.
  - Venture Scholarships - 4 recipients. Students who are interested in 2 year programs, pays everything.
  - Partnerships:
    - Upward bound: 15 students
    - ETS (9th - 12th): 75 students once a week or so, check in on where the students are in the college process.
    - NELA: 24 seniors. Help them through the college process.
  - Good feeling about Benson students having access to mentors.
  - College and Career Center:
    - New location: next to counseling now.
    - New Career Coordinator: Miranda
    - College Peer Counselors (CPC): training kids to help freshmen and sophomores with college ideas. In infancy.
    - Workshops: FAFSA in Spanish, Scholarships. (Feedback from students asking for more scholarships.) Topics like: transferring from 2 to 4 years, writing essays for scholarships, etc.

- Communication
  - With families, in general. Once a week counseling newsletter - section on college and career - workshops, deadlines, etc.
  - Sending through email to parents and students - students don't read it, parents do.
  - Naviance - program allows tracking college data. Some schools like Wilson and Grant have had it for a long time. This year our goal is to have every student registered with a logon. Dec. All sophomores through seniors done. Hope freshmen by March.
  - Lots of info about apprenticeships, colleges, etc.
  - Trying to create a culture interested in college.
  - The staff is very supportive here, helping to get all the kids in and using the program. Helps us with tracking, too. Can see if other students applied, if they got in, their GPAs etc.
- CCC and Future Plans:
  - Remodeling - the two areas do not connect well - set up for office staff. Running out of space. Trying to knock down a wall, working with district.
  - Updating resource materials.
  - Open all day: only open all day Tuesday, student feedback is they need it all day every school day.
  - Workshops for parents/students.
- Where we need help:
  - Volunteers for the CCC (12 volunteers a day, for example)
  - Volunteers for help with remodel
  - Financially:
    - Remodeling costs
    - Updating materials
    - Donations to scholarships
- OSAC - Oregon Student Access Commission. Fill out one application and it goes to apply for many scholarships.
- Community colleges don't get many apps from students. Students say they just need some help. Lowest numbers of applicants are male - think it might be essay writing. Students need help with that. So that is the goal – that there is always someone in the center to help with that.
- Carol: Do we have an alumni member on the committee?
  - Amy: Not sure. I'll find out from Ginger. Amy will get info to RJ about what to post to alumni site.
- Amy: Some people are intimidated at the idea of helping, that they need to know certain things, but they don't really. We have all the materials; we just need bodies of adults to help.
- ML: Suggestion on the remodel, make sure to hit up the unions.
  - Carol: The district has some employees that do some of the work, and they have a union. Contracted out work may or may not have a union. So sometimes we run into a problem with the unions not wanting to give up any union jobs to kids.

- Amy is working with Tony Magaliano from district. He seems to be on board with Benson students helping with the remodel. The district just passed a resolution to ensure contractors are diverse. They are looking for companies owned by minorities etc.
- Troy Berry spoke about boys basketball:
  - Boys started playing two Fridays ago in Tacoma WA. Lost it. Last Friday, won. Play Central Catholic tomorrow at home, Thursday at Evergreen. Next Monday we leave for Hawaii. Kids have been working hard to raise money to go.
  - This is his 10th year as head coach. Graduated in 1981. When he moved from Illinois, on 19th and Wasco. Seen a lot of change cosmetically, also in the curriculum and leadership. I love this school - it's a part of me.
  - One thing we are making headway on, would like with the basketball program and all athletics - is to build a community. We've been able to partnerships with businesses recently. We need to bridge the gap with more alumni.
  - Partnerships:
    - Alumni James owns Kenton Station - this Friday fundraiser there. He and his wife are donating proceeds. Fun activities planned for the basketball team.
    - Buffalo Wild Wings (by Lloyd Center) - donated 1000 wings for the homecoming game, so we get all the proceeds. Tomorrow they are donating 15% bought there from 11 to close. You have to mention Benson. Every Friday until the end of the Basketball season. That's amazing.
    - Huge fruit baskets from united salad - \$25 each and \$15 goes back to basketball program. He will email it to RJ.
  - Good group of kids, for the most part doing well academically.
  - He appreciates all the work of BPHSAA keeping Benson open and strong.
  - They moved the game to Jan 5th against Madison at Marshall (not the coliseum anymore) this year - PIL showcase. There are pocket schedules in the office. He'll send roster and game schedule to RJ.
  - PIL athletics website and PPS website both have accurate schedules.
- Carol spoke about the general state of Benson:
  - She is sending RJ and DB the newsletter that goes to parents.
  - Partnerships and apprenticeships:
    - Based on visits and meetings, she had a bunch of manufacturers' cards. Set up 2 tours. 35 responses - tour and lunch, breakfast and tour. 10-15 kids involved leading the tours, talked about ways they could partner - donating money, materials to apprenticeships. Almost everyone responded they wanted to get involved in some way. 11 are interested in apprenticeships.
    - Last year there were only 4 paid apprenticeship positions, about 50 students applied.
    - She went to Boeing, Leatherman, and some local places around Benson. Some aren't able to hire apprentices because of unions. Most were interested in how to pull it off though, like with Blount.
    - 3 kids are working at Blount right now.

- Chris King Precision Components. 100 employee business. Chris Kind had a bicycle business in California and the cost of living was so high he moved it in 1978 to Portland. Now they make precision bicycle parts out of high grade steel. in a 1950s building, turning it green. Many of the same machines there that we have here - machinists use the same equipment to test and make parts that we do. They have their own cafeteria, recycle all their oil, employees get incentives for biking to work. Cool place to work. Visited there with a few teachers, then their person came here. Today, told us about robotics equipment they can donate.
- Meeting with Daimler on Thursday, they are coming here. Hopeful for continuing to foster these relationships.
- Fit to Learn program in PE - \$20,000 Nike grant. 2 teachers teaching freshmen every day. Learning through exercise. Setting goals, tracking data, correlation between grades, etc. In Jan Nike donating fitness band to every kid. They want to track data, as well as students tracking. How does this impact student achievement?
- Enrollment:
  - 250 8th graders and families showed up for 8th grade night. All the teachers came, students gave tours etc.
  - Current enrollment 868. We had 898 when we started. Lost about 40 kids - moved out of district or went to alternative school. 20 were freshmen. We didn't get 260 freshmen. They cut us off since enrollment was so high. Junior class is only at 188 right now. It was a difficult class.
  - We should have a larger freshmen class and try and keep them. Emailing the district trying to get another 20 freshmen.
  - Discussion:
    - ML: Flexibility on increasing enrollment?
      1. Carol: Looks like no. Report on high school redesign next week. Haven't seen final report, but the website this week should have the materials.
    - Carol: What is the enrollment like at other high schools? Plan was to increase enrollment at struggling schools. Graduation rate? Has increased at some of the struggling schools. They will not report the impact this is at Benson. How we can't maintain programs and are turning away students that want to come here.
    - I don't think things are going to be much different next year. To change that we'd need an outpouring of support from families who don't get in. Don't think they are capable of doing that.
    - Families that have researched and gone through application process, they are not the typical families that show up at school board meetings or write letters.
- Radio program:
  - Expanding - more students input. Using the billboard top 100, creating play-lists geared toward young people. Christmas day and eve reporting.

- Really working hard to get sports broadcasting up and running again. Seeking students in the district. Steve Naganuma is going to teach after school class open to any student ELL student, generate programming in multiple languages.
- Concerns: funding stream is again lean. Anticipating more cuts next year and there is nothing left to cut without cutting programs.
- RJ: We are making partnerships. If we advocated more through industry, without you, just as alumni - can they communicate this to the school board, would that help? Not sure. Susan Neilsen has done some subtle work.
- DW: Brad Avakian was really stoked about writing legislation, taking things case by case as far as apprenticeships if kids are under 18.
- Carol: The 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. Construction class example: 2 teachers - one on site one in class. 8 person van, so not everyone can even go to the site - they are in the library. Electric teacher - one teaching all classes and working on the house electrical wiring. Soon we won't have programs - just classes. We're barely able to offer 9 elective credits. Some kids have to get it by being a teacher or library assistant.
- Industry could help for no more loss of programming. DB: we need to get an understanding that running CTE requires different amount of staffing. They are traveling and prepping outside of school hours to try and get a house built.
- Carol is also going to push for nationwide searches for CTE staff.
- RJ: Is there a way to get volunteer teachers? Carol: Retired Benson teachers are the ones subbing and helping. What is the plan for the future?
- Carol: They just cut the funding for the buses for shadow day - about \$1000. Because none of the other schools do that, so it's not fair. They want to distribute the money to all schools for fliers. She is fighting that fight now.
- DW: 5 year window with no apprenticeships. Industry is scared. How do we get that information to the school board?
- Carol: Public comment on Mondays at the school board.
- Carol: Behind the scenes - teachers are doing phenomenal things. ACTE national conference. 5 teachers and Carol - going to start geometry and construction class next year. Pilot and develop curriculum. It may be something all freshmen will have to take.
- Out of that came conversations about communication and social studies. Ways to use the CTE to enhance and promote academic core.
- They can see algebra, pre-calculus, writing and reading being used in CTE classes.
- Reader boards:
  - Albert the IT person. One or two? Two flat screens above the two trophy cases in the front hall. Wires would go into the closet with computer. Video and announcements. Thick plastic cover. Grant has it - screen covered with plastic really nice.

- \$2000 for wiring and everything. Can we do it wireless? Possibility. Then just antenna. Program not settled on. Chuck and Mike interested in it. Chuck has a program.
- Albert and Kathy - Carol will get their info to CH. Carol will get a Grant contact to CH also.
- CH: Ready public charter school - from what Carol said the board is not going to approve it. They had one presenter and no support in the audience. She isn't in favor of it.
- CH: What can be done to draw more attention to 'STEM' aspect, and more support for staffing? Lots of noise nationwide for technical support in organized programs.
  - Carol: gone to a few STEM meetings and workshops. How could STEM fit in?
  - CH: Lots of money for STEM out there.
  - Carol: Geometry and construction is a STEM class. Lost engineering and drafting programs, so STEM might be a way to get them back and supported. Going to PSU for design challenge meeting - the Mayor's challenge. She's going to speak at city council about how that's going. She's continuing to look into it.
  - True STEM is integration - not just offering classes. Site Council is working on that 5 year plan. Using that she might be able to go and get on the agenda.
- Carol: Starting to pinpoint actions and supports needed. Every cluster high school is reporting to the school board and we are not included because we're not a cluster. But we do have things to report, so I've asked to be put on the schedule, and she wants to share the 5 year plan.
- CH: Any research on staffing in general on CTE programs nationwide?
  - Carol: common problem. 15-18 students in a class for CTE is what is needed. Now it's 25-30. Freshman and sophomore classes are close to 30 and that's approaching danger point.
  - Carol: Hard to get student teachers in CTE because the positions don't exist anywhere. One of the Health Occupations teachers is a chiropractor, has her doctorate. At one point 9 years ago was a dental assistant. Has to take hours of classes, and 30 hours per year job shadow in dental office.
  - TSPC requirement, committee of professional dentists determined how many hours practicum to do.
  - It would be good to do some advertising right now - kids coming out of college or industry people might be interested. We need to be looking nationwide for those people.
  - JP: One thing noticed when advertising for Health Occ. position, how do we summarize what needs to be done? The state teacher website is really complicated.
  - Carol: 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.

- Carol: everyone is very excited, great things are going on. Impressed with pride and passion the kids have for the school. It's the gem of the district. Fighting for a little bit of recognition and desire to keep it going.
    - Not much momentum for Booster club.
    - CH: in order to not spread carol too thin - can everyone meet on the same day - PTSA could meet same day.
    - Carol: 4PM site council, 5PM booster, 6PM PTSA... yes, let's try to get the aligned a bit. Booster - ball got dropped after football game. We'll try again. I like the idea of making the Booster club a subcommittee of the PTSA.
    - DW: I will be there, just let me know. Trying to get the Ambassador program going. Thinking the Ambassador club should be part of the Boosters.
    - Carol: Mondays for me are mostly school board meetings, so can't come often. Talked about having a silent auction - trying to get Drew Carney for Tech Show. Feb 21st, 22nd. Enrollment closes on the 22nd this year, a week earlier.
  - Info night Feb 14th. 60 middle school visits.
  - Anything BPHSAA can do for shadow days?
    - Carol: They are reconsidering. There are 3 buses. Parents get the kids there; kids get loaded on the buses.
    - If the answer is not good, let us know. Email campaign or donation campaign can be done.
  - This week – a grandparent called asking for help. Granddaughter is Benson student, just now living with her. Grandparent doesn't have resources to take care of her. As a school maybe we'll take on more philanthropy for the students. Adopt a family around the holidays, etc. Staff is trying to generate donations to put together some clothes, gift cards and food. Student leadership, alumni, etc. and community visibility.
  - JS: Are there school board elections in May? We need advocates. Seems like the school board knows what Benson is and that it's a feigned ignorance.
    - DW: We need someone that has the backing of the political players, presenting to the board about what needs to be done.
    - RJ: Language - no cutting programs. Cost per head. We need statistics about CTE.
- Dale and Rob both gone the 2nd Monday. CH moves we change the meeting to Jan 7th. JP seconded. All voted in favor. Motion passed. At that time we will revisit our schedule.
- Minutes: Postpone voting on the minutes until people have read and commented.
- Membership: 1 renewal of membership, so still at 170 members. He will email the draft for the combined mailing - renewal request and scholarship ask, and upcoming Tech Show event and picnic in August.
- Finance - KB: \$2992.36 + 22.70 PayPal.
- Business cards:
  - KB: Costco, paper cut 200 cards for \$20. Businesscards.com. print it with paper.

- MB: 30 cards at Kinko's was \$3.81. Mike B knows an alum with a print shop. Get him the soft copy and he'll see what it would be done.
- PTSA - CH: Reader boards already talked of. Concerned with the motivational energy this year. There is always a line or two about something going on with the Alumni in the newsletter. We need that same recognition from Carol re the Alumni Association.
- Booster – DW: Nothing yet.
- Ambassador program - DW getting materials to Connie. Target is May date. Business plan. He'll be talking to Venture Portland groups about getting funding for the program.
- Band – WD:
  - 2 rehearsals so far - planning on when to first play for basketball. Contacted Sonora, the girl's basketball coach, and wants us to play for them also. Email blast- game tomorrow, might make it.
  - Another game Thursday - so if not tomorrow, Thurs.
- Benson Foundation:
  - Still waiting for IRS to respond. Still in 90 - 120 days waiting period.
  - Connie still needs the foundation material. Max will ask Dale to send them to Connie.
- Reunions: There was a post to Benson's main Facebook page on 03 reunions. Nobody has contacted us yet about advertising.
- Targeting visitors:
  - CTE teachers, Carol. Brad Avakian about apprenticeships. Charlie Hales.
- CH: They will have too few staff on how to serve the current students. How do we save the programs/staffing?
  - Can we get the new Mayor interested in Benson?
  - Can we get industry to write a letter to the school board campaign?
  - RJ: Maybe we take the list of industry people, split it up, and communicate with them.
  - MB: We would need to have our talking points before asking them to take action. Rob will talk with Carol about it. Postcard campaign? At tech show? Media too.
  - Connie: The vacuum of technical people is the trend, touch point. The other woman is the education reporter: Betsy Hammond.
  - CH: spoke to his daughter about curating a museum of Benson memorabilia. She is willing to meet with us.

## 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?
- 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.
- 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 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:

- Jan 7<sup>th</sup> – discuss new meeting day?
- Feb 11th
- Mar 11th
- Apr 8th
- May 13th
- June 10th

Respectfully Submitted,

Maj Britt (Max) Baker  
Secretary  
BPHS Alumni Association