

October 14, 2020

LifeSmarts State Coordinator Call Minutes

Roll call: Geralyn (FL); Tammie (WI); Linda (MO); Donna (M); Karen (CA); Kyla (SC); Victor (QUIZBOWL Pro) ; Michelle (NC); Mary (MN); Gayle (NM); Chelsey (NE); Lori (WA); Gloyana (HI); Crystal (ND); Angela (KS);

Staff: Lisa Hertzberg, Cheryl Varnadoe, Nailah John

Agenda:

1. Welcome
 - Welcome new State Coordinators – please introduce yourself!
2. Program Updates
 - Demonstration of Online QuizBowl Pro
 - Welcome Victor Kluck
 - Thanks to State Coordinators who are helping us today as contestants
 - Lisa and I are writing online protocols and adjusting competition rules and rounds and adult volunteer roles and will share with you ASAP. As you can imagine it is quite an undertaking.
 - We will have some sort of draft available before or for the next coordinator meeting.
 - First State championship moved to January so we have a bit more time to finesse
 - Lisa and Cheryl testing on Monday with two Georgia 4-H teams. Thanks to Courtney and Brittani for their help as well as the coaches for Gwinnett and Rockdale LifeSmarts teams
 - Demonstration - ***we have this recorded so let us know if we can share the recording with you.***
 - Questions and Input?
 - Thanks to Victor for joining us today and thank you for your help and support! More to come!
 - Web site
 - If you see things that need attention please let us know so that we can address it with the webmaster.
 - TeamSmarts for Health & Safety Results – went out in SmartStart. Our winners are:
 - **FBLA:** Panthers FBLA, J. F. Shields High School, AL
 - **FCCLA:** Clark Senior FCCLA – Clark High School, SD
 - **4-H:** Duval Diplomats - Duval County 4-H, FL
 - **JV:** Canyon County 4H JV – Canyon County 4-H, ID
 - **Varsity:** Biz-e-Teen - Midcities Montessori, TX
 - Personal Finance TeamSmarts is now open. **Quiz will close on October 31, 2020.** Cash prize of \$100 will be awarded to the top teams in the five categories. For more information, visit: <http://lifesmarts.org/teamsmarts/>
 - Updated team types:
 1. HOSA added
 2. SkillsUSA added.

3. FCCLA or FBLA have to also register as a Varsity team to take category quizzes for traditional LifeSmarts
 4. 4-H is listed as Varsity 4-H and JV 4-H. They compete in traditional LifeSmarts but we will be adding a special optional contest for them this coming summer. Committee will plan to meet virtually very soon
- What do coordinators need to update their pages?
 - Check your state page and your state teams to be sure you can see everything you need
 - **PLEASE update your dates online as we are fielding many questions and notify Cheryl once this is done. We need a record of your state competition dates. Thank you in advance!**
 - *Lisa will ask webmaster to allow TBA or TBD to be listed rather than a firm date due to pandemic.*
 - Email your registered coaches. Stay in touch. Let us know if you need an example email to send.
 - Does everyone have their login information? Info has not changed. Reach out if you need help.
 - Revising the "Meet the State Coordinators page NOW -- Thank you to those who have sent bios and photos and revisions. If you have not sent yours in, we would love to have yours. List of those we need was in an email sent a couple of weeks ago [California, Colorado, Connecticut, Delaware, Hawaii (Gloryana), Idaho, Indiana, Illinois, Maine, Maryland, Missouri (Linda), New Mexico, North Carolina, North Dakota, Pennsylvania, Tennessee, Texas, Washington, and West Virginia (Sonya)]. Current Link: <http://lifesmarts.org/the-lifesmarts-team/>. We will be updating this ASAP
 - Coordinator letters and contracts will be emailed to you to sign. Thanks for your patience as well as your assistance in this process
 - Coordinators can download lots of info from their state coordinators portal in several usable formats. We hope this is helpful!
 - Coach manual is being extensively revised and will have linked web documents. Will be shared online just as soon as possible.
-
- Outreach/Events:
 - National 4-H Volunteer Conference – workshop taught. Potential coaches from many states, military installations, and maybe even a coordinator or two.
 - Social media activity: We are very active on Facebook (<https://www.facebook.com/lifesmarts/?fref=nf>), Twitter and Instagram (both handles are @LifeSmarts_org). Please keep sharing our social media posts and share yours with us!
 - Remind coaches to join the LifeSmarts Coaches Group: https://www.facebook.com/groups/1288575327928865/?ref=s_hare

- Wild Card Bid Process:
 - Process has been updated and posted: <https://lifesmarts.org/wild-cards/>
 - We will continue to share in SmartStart and in weekly TeamSmarts. The deadline for 4-H, FCCLA and FBLA Wild Card Bid applications is January 31, 2021. The Varsity deadline is March 1, 2021.
 - Basics: 5 spots, similar process to last year. We may add extra invites but they would not receive a travel stipend
 - AARP- Retirement lesson -will be posted online by next week and promoted in weekly and monthly e-news.
 - OTC lesson - 2 part project. Infographic and Mentoring with scholarships and prizes. Info at <https://lifesmarts.org/otc/> and <https://lifesmarts.org/lifesmarts-otc-medicine-safety-infographic-contest>
 - Counterfeit questions and materials- Lisa
 - Use the Coaches suggested monthly checklist calendar. Posted in several places.
 - Is there a need for a particular coaches webinar? Help us by sharing needed topics. In the past we have done the Wild Card process, community service projects. Let us know what would be helpful to you and your coaches.
 - Giant THANK YOU for reviewing, editing, and returning new competition questions! We appreciate your feedback and will have great questions to use in competition and in other content for the year!
3. Other competition updates:
- FCCLA - Register online as an FCCLA team for knowledge Bowl. They have until **Oct. 15** – yes that is this week - to complete the FCCLA TeamSmarts test online.
 - i.40 teams advance to Interview round
 - ii.Sixteen teams will advance to the National Leadership Conference in July, 2021.
 - FBLA - Fall Competition–October 20 – November 13, 2020
 - iii.Open for four weeks to qualify for their event next June. Send any questions you need assistance with to us.
- 4.. Next call info: Next call Wednesday, November 4, 2020 at 3 p.m. EST. Call information is as follows:
 Dial-in number (US): 1-712-770-5505
 Access code: 526017#
 FreeConferenceCall.com
5. Thanks to each of you for all you do! Happy Halloween! (enjoy the infographic below!)



The spooky holiday is around the corner.



What are folks going to spend on in preparation for 31st October?

- Costumes (**61%** dress-up)
- Treats (or tricks) for trick-or-treating – (**79%** hand out candy)
- Decorations – (**50%** enlist visible trappings of festivity in their homes)
- Pumpkins – (**53%** carve jack-o'-lanterns)



- **158** million Americans celebrate Halloween. (Imagine how many trick-or-treaters would be knocking at doors!)
- A little under **\$7** billion is spent just on costumes.
- **41%** of the Halloween shoppers purchase holiday wares online.
 - **71%** is costumes
 - **59%** is decorations
 - **44%** is wigs/accessories/make-up
- This is the **4th biggest revenue generating holiday** after Christmas, Thanksgiving and Easter.



When do people like shopping for Halloween?

- Few months in advance: **32.8%**
- The beginning of October: **43.6%**
- The day before the holiday: **23.6%**
- Last minute: oh, there are always *last minute* parents!

Smart retailers who launch Halloween campaigns before the holiday – **49%**

Smarter shoppers who shop for décor after Halloween – **57%**
(Online retailers, pay attention to this number!)

