

CHSPA Board Meeting

December 6, 2014 10:30 a.m. Mountain Vista High School
10585 Mountain Vista Ridge, Highlands Ranch
Room U305

Meeting called to order at 11:07 a.m.

Attendance: Jack, Adam, Jed, Jess, Karen, Justin, Carrie, Annie

Absent: Cory, Darcy

Reports:

- Western Slope Coordinator—Darcy
 - No Western Slope Media Day due to the Denver convention
 - Spring 2016 we will do something with the Western Slope
- Education Coordinator—Jess
 - CLAS Conference went really well!
 - Adam, Jack, Mark Newton, Justin, and Annie presented
 - CLAS and CHSPA needs a project--strand in Denver?
 - Presentations on the crossover between journalism and the language arts classroom. Remember that the deadline is Dec. 15--but we might be able to get an extension. (Saturday Strand would be best)
 - Jess will organize, Jack will ensure that it happens!
- Advocacy- Carrie
 - Not doing anything in the Spring because of JEA Denver
 - Next event will be SAW
 - We need to consider advocacy beyond issues with Student Press Rights and Issues with Principals
 - Relationship with CHSAA
 - Press Pass Issue
 - Cherry Creek High School requested extra press passes from CHSAA for the football state championship game and was denied.
 - We want to get reports at field level
 - We need to find ways to gain support for student reporting
 - Subcommittee to create a proposal to CHSAA to help students gain access to events especially to State Events
 - Karen, Adam, and Carrie to serve on committee
 - Focus on football (use it to set a precedent)
 - What other states have connections between their press association and activities association? Use these as examples.
 - Writing for CHSAA Now as a leverage point
 - We need to help CHSAA make connections to student Media organizations that are already functioning.

- Middle School Coordinator—Jed
 - DCSD has set up Cadres for media advisers (Kristi Rathburn is running high school level for print media, and Jed Palmer is running middle school for print media)
 - DCSD already has performance-based pay for coaches and their salary “bands” so media advisers in the county are meeting with the district to push for the same system to be used in the payment of media advisers--opportunity to propose a rubric.
 - Jed will share the rubric with the CHSPA board for feedback--how do you justify the time spent out of class
 - Here is the link to the rubric for middle school
 - <https://docs.google.com/a/dcsdk12.org/document/d/1cMhIK94HrpQiT7xhEnQ0cOvrBzPKYWnmfpdGTjptaUg/edit?usp=sharing>
- Past President—Karen
 - see above combined with Carrie’s advocacy report
- Executive Director—Jack
 - Financial Report through 11/30
 - See Jack’s report
 - We will continue to encourage advisers to apply for scholarships
 - In the future, consider repurposing the STEPP CD
 - CFOIC Membership
 - Jed moves that we join CFOIC (\$150/year), Carrie seconds, board approves.
 - CHSAA Press Passes Action Plan
 - See notes in advocacy

New Name/Logo-

- Carrie has designed something
- We will put a survey together to get stakeholder input
- Goal will be to launch our new brand on July 1
- This will require a new domain name--Jack will handle it.

Administrator Outreach

- Carrie is working on this through JEA
- Adam has been helping
- Should we charge for administrators to attend conferences?
- Administrators pay adviser goes for free?!

SOCO Media Day-Justin

- Report on the Day
 - Jack and Justin attended received support from Rob Rathburn (Balfour) and Rebecca McGrath (Herff Jones)
 - Only 58 paid attendees

- Discussion on whether or not to continue the event--is it serving what we need it to be?
 - Goals were to expand CHSPA membership and provide support to schools who cannot travel to J-Day
 - Could this become a spring conference?
 - CSU Pueblo is very supportive of this effort

Ideas for Board Composition

- Consider moving to having Regional Coordinators (Western Slope, Northwest, Southwest, Eastern Plains, Southern Colorado) as part of the board, could telecommute to meetings--appointed members
 - This would require a By-Law change in March
- Election coming up in May, need to consider number of voting members
- Prepare to fully discuss this at the March meeting

Scholastic Journalism Week—Adam

- Logos are due Dec. 19th (scholasticjournalismweek@gmail.com)

Adviser Night Out At the Rockies--Adam

- We should go! And invite people!
- Connect to Re-Think?

SAW/reTHINK--Adam

- June 8-11, Monday through Thursday at Rock Canyon High School

Adviser Training this summer in CO Springs--Cory

- We will do this--date and location to be determined

JEA Denver

- Speaker deadline = Dec. 15

JEA awards deadline is Dec. 15. Action plans?

- It is being handled!

Future Meetings:

March 7 at Arvada West

June 3 at Jack's home

Meeting adjourned at 1:08 p.m.